

CONTENT CREATOR & BRAND ASSISTANT

Location: Ideally Norfolk-based – hybrid/flexible

Salary: DOE

Fulltime or parttime

Contact - lauren@birdiefortescue.co.uk

We are looking for a creative and highly organised Content Creator & Brand Assistant to join the Birdie Fortescue team in Norfolk.

Sitting across content, social, PR and brand, this is a hands-on role for someone with a genuine love of interiors, photography, styling and visual storytelling.

Working closely with Birdie and the wider Brand and Marketing team, you will help create and coordinate content for the Birdie Fortescue brand while also helping to develop Birdie's personal profile as a designer, founder and interiors authority.

We are a small, collaborative team, so we are looking for someone who is a genuine team player, happy to get involved across different areas of the business and support the wider team when needed.

This is not an in-house product photographer position, but you should be confident behind a camera, have a strong creative eye and be able to capture beautiful lifestyle, interiors, social and behind-the-scenes content.

KEY RESPONSIBILITIES

Content & Social

- Create and capture photography and short-form video for social and digital
- Support content planning, scheduling and organisation
- Edit imagery and video for social
- Capture behind-the-scenes content at shoots, events and launches
- Manage and organise the brand's content and asset library
- Work closely with our Social Media Manager on day-to-day content

Birdie & Interiors

- Work closely with Birdie to capture her day-to-day creative world

- Create content around interiors, styling, sourcing, travel and design inspiration
- Help style products and interior spaces for content
- Support Birdie with styling on shoots and content days
- Identify natural opportunities to build Birdie's personal profile and tell the story behind the brand

Photography & Shoots

- Shoot lifestyle and social photography in-house
- Support campaign and seasonal shoots
- Prepare shot lists, samples and products
- Coordinate photographers, videographers and other freelance creatives
- Manage editing requirements and final asset delivery
- Ensure imagery is available across social, website, email and PR
- Travel to shoots, events and other brand activity across the UK and potentially overseas

Specialist product photography and larger campaign shoots will continue to be supported by freelance photographers where required.

Influencer & PR

- Coordinate influencer gifting, creator orders and samples
- Maintain influencer lists and track deliverables
- Support press requests and product loans
- Supply imagery and assets to our UK and US PR teams
- Coordinate product movement for press, shoots and creators
- Support collaborations, partnerships and events

Website & Brand Support

- Support the selection and organisation of website imagery
- Resize, prepare and upload visual assets where required
- Identify gaps in imagery and content
- Support creative research, moodboards and brand projects
- Help maintain a consistent visual identity across all channels

ABOUT YOU

You will have:

- A strong eye for interiors, styling, photography and design
- Experience creating social-first photography and video
- Confidence using both a camera and iPhone

- Photography and basic editing skills
- Videography and basic editing skills
- Experience or a strong interest in interiors styling
- Knowledge of Lightroom, Photoshop, Canva or similar
- A good understanding of Instagram and Pinterest
- Excellent organisation and attention to detail
- A proactive approach and the ability to spot content opportunities
- Confidence working closely with a founder and wider creative team
- A collaborative, team-player mentality, with a willingness to get stuck in as part of a small team
- Willingness to travel within the UK and potentially overseas for shoots, events and other brand activity

Experience within an interiors, lifestyle, fashion or design brand would be particularly valuable.

A portfolio or examples of photography, styling and content creation will be required as part of the application.

This role is based in Norfolk and requires regular in-person working due to the hands-on nature of content creation, shoots and working closely with Birdie.