

# Social Media Manager

**Full-time | London | Hybrid**

*Applications to [marketing@bertandmay.com](mailto:marketing@bertandmay.com)*

## About Bert & May

Bert & May is a design-led tile maker known for handmade and reclaimed tiles, all crafted from exceptional materials by artisan makers using traditional methods and natural pigments. Our passion for creative design, colour and raw materials continues to underpin everything we do – from working with artisanal craftspeople and time-tested methods, to collaborating with pioneering designers and architects.

We're a small, ambitious team with big creative energy that's building an exciting brand rooted in craft, community and creativity. So if you're someone who sees the magic in raw materials, the poetry in colour, and has a love for translating brand stories into digital moments that people want to be part of, read on.

## The Role

We're looking for a Social Media Manager who can deliver a step change in Bert & May's presence across all social media platforms - creating stand-out content that captivates our audience and showcases our passion for craft, colour and creativity.

This is a hands-on, creative role. You'll be responsible for planning content, producing it, and nurturing our community. You'll champion the brand daily, turning our products and spaces into stories, and building meaningful relationships with our customers, designers, influencers, and collaborators.

And you'll be given freedom to test, explore, and bring new ideas to the table to help us in our mission to build a very special brand.

## What You'll Do

### **Content Strategy & Planning**

- Develop and own the social media content calendar across Instagram, Pinterest, LinkedIn, and any emerging platforms
- Plan content themes aligned with campaigns, product launches, collaborations, and cultural moments
- Analyse performance and optimise content for growth, engagement, and community-building

## ***Content Creation***

- Produce high-quality social content that captivates our audience (video, photo, reels, stories, behind-the-scenes, interviews, product showcases, showroom events)
- Shoot (often opportunistically!) and edit content in-house - from beautiful lifestyle snippets to quick, authentic behind-the-scenes
- Collaborate with the creative team to ideate new ways to showcase material textures and colour and tell our brand story
- Ensure everything feels on-brand, elevated, and visually distinctive

## ***Community Management***

- Respond to comments and DMs quickly with positive energy, expertise and helpfulness
- Build genuine relationships with interior designers, architects, influencers, trade clients, and retail customers
- Proactively engage with aligned accounts to grow brand awareness in the interiors and wider creative community
- Spot opportunities to convert conversations into customer leads or showroom visits

## ***Influencer & Partner Engagement***

- Identify influencers, creatives, and partners align to the Bert & May ethos - whether that be in interiors or the wider creative community
- Build and nurture long-term influencer relationships
- Support collaborations, gifting, and content partnerships

## ***Analytics & Growth***

- Track weekly and monthly performance
- Report insights and recommend content optimisations
- Keep an eye on cultural, industry, and platform trends - and adapt swiftly

## ***Who you are***

- 2-3 years in a content creation role, ideally with a brand that has the confidence to do things different and carve out their own unique identity on social media

- A great understanding of what it takes to craft and deliver thumb-stopping content with a great eye and a knack for storytelling
- Has a big passion for interiors
- Has strong photography and videography skills with confidence to effectively brief in professional photographers and videographers
- Has an eye for styling and can spot (or create) a beautiful scene
- Confidence building and editing content on either Instagram or CapCut is an absolute must with experience using video editing suites like Adobe Premier Pro a bonus.
- Opportunistic, taking the initiative to jump on to an unprompted opportunity to deliver unexpected content gold
- Pragmatic, with the nous to navigate tricky circumstances (think bad weather or problematic product sample) to deliver content briefs

### **What we offer**

- A creative, supportive team that is always up for trying new things
- The chance to help shape the next era of one of the UK's most exciting interiors brands
- Hybrid working
- Opportunities to create content in beautiful spaces (including The Mix, our new design hub on Vyner Street)
- Room to grow, experiment, and genuinely influence the brand's digital identity