



## Marketing & Brand Partnerships Assistant

Volga Linen is a luxury British brand synonymous with creativity and craft. We create naturally sustainable, heirloom-quality, pure linen products for the home and fabric by the metre.

We are a small team based in London looking for a dynamic self-starter with a blend of skills and with the ambition to grow and develop the Volga's brand and marketing opportunities.

The position will report directly to the CEO/Creative Director. This is an exciting opportunity to finesse skills in engaging new audiences with a unique heritage-rich business and within a rapidly growing sector.

### Key responsibilities:

#### Marketing:

- Copywriting, or overseeing, the copywriting process for marketing and online assets
- Contributing ideas for the marketing calendar based on seasonal trends and inventory insights
- Create weekly campaigns and track performance for weekly trade review
- Manage web store with product and content updates
- Keep abreast with web performance, making recommendations where necessary
- Monitor all social media channels: responding to comments, answering customer enquiries and scheduling content
- Manage process of printed assets from design to despatch

#### Brand Image & Partnerships:

- Support brand partners with new seasonal assets and maintain good relations, measured against quarterly KPIs
- Manage relationships with key press and media

- Report on digital and print coverage for weekly trade meeting
- Act as brand ambassador at client appointments, events or pop ups

#### Admin Duties:

- Manage image depository and product photography process
- Manage all image and press requests (as well as returns)
- Tracking and saving all press coverage
- Maintaining tidy work environment and showroom
- Supporting office admin where necessary

#### Key skills:

- 2-3 years experience in a related role within the luxury or interiors sector
- Excellent organisational skills with the ability to manage multiple projects
- Analytical mindset & strong reporting skills
- Full proficiency in PhotoShop, MailChimp & DropBox
- Demonstrated experience in social media management and content creation
- Knowledge of website analytics tools and SEO
- Strong written & communication skills are essential

#### Benefits:

- Junior starting salary
- Staff Discounts
- Pension Scheme
- 26 days' holiday (in addition to the eight as observed in England and Wales)

Monday – Friday 9:30am – 5:30pm at London W8 office

Starting 1 May 2024

Please send a CV and covering letter to [careers@volgalinen.com](mailto:careers@volgalinen.com)