

## MARKETING & CONTENT MANAGER

### ABOUT US

Béton Brut gallery presents rare, design-led furniture from Europe and Japan. The collection, drawn from over a century of design, coheres around functional art and sculptural forms.

Founded in 2013, in East London, the pieces are available for sale and hire. The team works with private individuals and trade clients to source, restore and commission pieces for their projects.

### JOB OVERVIEW

We are looking for a skilled written and visual communicator to be the voice of Béton Brut. Working with the Founder/Creative Director, you will produce in-house all written and visual content for the brand – for publication on the website, inventory software and social media. You will also create and run engaging marketing and PR campaigns that increase Béton Brut's profile.

This is a varied, broad and fast paced roll for a prolific and motivated self-starter with at least four years of relevant experience. Salary negotiable - we are open to full time, part time or flexi-time.

**Job title** Marketing & Content Manager

**Salary** Negotiable

**Level/Experience** Minimum 4 years

**Hours** 3-5 days per week

**Type** Parttime, full time or flexi-time

**Contract** Permanent

**Probation** 6 months

**Reporting to** Creative Director & Gallery Director

**Location** East London

**Closing date** 22 January

**Interviews** 23-29 January

### HOW TO APPLY

Email your CV, covering letter (and optional, portfolio) to [careers@betonbrut.co.uk](mailto:careers@betonbrut.co.uk)

# BÉTON BRUT

## KEY RESPONSIBILITIES

**Instagram & social media** – Planning, curating and publishing all social media content.

**Marketing** – Designing engaging campaigns, including the bi-monthly mailer. And commissioning photography and video.

**PR** – being the main contact for press, garnering wide media coverage.

**Research & copywriting** – writing about our collection and promoting the brand.

**Website & inventory** – Managing content on the website, sales platforms & inventory software.

**Event comms** – Managing comms for events and assisting with exhibition curation.

**Visual merchandising** – Assisting with gallery, store and exhibition curation

## KEY REQUIREMENTS

### You have experience of

- PR, marketing, social media, journalism, copywriting, graphic design or creative direction in the world of design, interiors, visual arts, retail or similar.
- creating engaging written and visual content for social media, websites or publications
- running multichannel PR, marketing and social campaigns
- using the appropriate tools: Word, Excel, Adobe suite – InDesign, Photoshop, Illustrator and Acrobat, Social media planning apps, WordPress, Google Analytics, Inventory software, Mailchimp/Campaign Monitor.
- working for a small dynamic company or running your own business, where you are used to wearing many hats (desirable)

### You are

- an exceptional written and visual communicator
- a natural tastemaker and curator
- a productive self-starter with good time management
- passionate about art and design history
- detail orientated and able to produce publishable work
- adept at basic graphic design
- commercially astute and tech-savvy
- skilled in graphic/interior design (desirable)
- skilled in photography and video (desirable)

## JOB DESCRIPTION – DETAILED

**Instagram & social media** – Planning, curating and publishing all social media content to Instagram, Facebook, X (Twitter), TikTok.

- Curating, with the Creative Director, beautiful Instagram grids and copy to ensure optimum reach and engagement, scheduling and publishing posts.
- Planning, creating and publishing original Stories and Reels to Instagram.
- Using appropriate social media planning apps or software.
- Managing mentions, tagging, locations, captions etc.
- Managing engagement and collaboration with other Social Media users, eg. timely reposting and partnerships with other brands and influencers.
- Ensuring content is reposted as native content on other social media platforms, using appropriate software.

**Marketing** – Designing engaging campaigns, including the bi-monthly e-news.

- Working with the Creative Director and Gallery Director to produce a marketing strategy and schedule, designing and delivering engaging campaigns to our target audiences.
- Producing regular email newsletters and stock updates in the House style, using our design templates to our mailing list.
- Producing customised marketing campaigns to segments of our audience, EG prop-hirers or trade clients.
- Managing our contact lists for both PR and marketing, ensuring lists are cleaned and include the appropriate information, including data-capture and webforms on the website, as well as lists on Mailchimp/Campaign Monitor/Excel.
- Ensuring we comply with copyright and GDPR laws.
- Working with the Creative Director or Gallery Director to produce or commission physical and digital marketing materials – Flyers, invites, posters, business cards / other branded content or packaging.

**PR** – being the in-house contact for press, producing engaging PR materials to ensure wide media coverage and brand presence.

- Working with the Creative Director and Gallery Director to produce a PR strategy and schedule: designing and delivering engaging PR campaigns to our target press.
- Proactive PR. Creating and delivering press-releases and collating imagery, captions and press-packs. Using mail-merge where appropriate to ensure contact is personalised and appropriate.
- Reactive. Being the first point of contact for press requests, collating publishable materials, assets and interview answers for journalists to deadline.
- Building and nurturing close relationships with journalists and influencers, in person and online, ensuring we are the go-to for comment, inclusion or event invitation.

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- Keeping press lists tailored and up-to-date.
- Working as the PA to the Creative Director in a PR context, managing her time, input and attendance effectively.
- Working with the Creative Director and/or Gallery Director to produce and commission PR events, such as press-breakfasts, press showcases, dinners, drinks, as part of product launches or exhibitions etc.
- Working with other PR professionals where appropriate to deliver larger one-off campaigns that cannot be handled in house, for example Béton Brut's 10<sup>th</sup> anniversary.

**Research & copywriting** – being the chief copywriter and written voice of Béton Brut.

- Researching and writing succinct and engaging copy for each item in our collection for use in our inventory software, website, sales platforms and PR & marketing materials.
- Researching and writing engaging bios about our artists for use in our inventory software, website, sales platforms and PR & marketing materials.
- Crafting copy for use in marketing, creating regular email marketing campaigns, ad hoc sales campaigns, catalogues and exhibition text.
- Crafting copy for PR use: event invites, press releases, credits & image captions, answering questions to written interviews, personalized messages in emails and mail-merge.
- Keeping copy on the website engaging and up-to-date: About us page, contact page, projects page, gallery page etc.
- Ensuring all copy for publication is signed off by the Creative Director and her time is managed effectively.
- Commissioning freelance copywriters when it warrants outsourcing.

**Photography** – planning & commissioning photography, both stock and editorial.

- Co-managing the pipeline of stock to be shot working with the logistics coordinator to have pieces, restored, reupholstered and rewired in a timely manner, planning and booking stock shoots,
- Co-hosting and assisting on shoots, ensuring photography fully represents the piece and House style, taking dimensions and condition reports of stock as its shot for stock copy.
- Working with the Creative Director to co-curate, produce and execute editorial shoots in the gallery and on location. Booking photographers, stylists and set-builders (if applicable), getting ready stock and arranging logistics and being primary assistant on shoots.
- Taking photos and video content for use on social media.

**Website & sales platforms** – Creating and uploading all content and SEO on the website and sales platforms.

- Ensuring all stock is uploaded to the website in a curated fashion, according to the stock publishing schedule, synced with its release across social media and email marketing.
- Ensuring all stock is uploaded to the website and sales platforms like 1<sup>st</sup> Dibs in a timely way to ensure the pipeline from purchase to publication is as short as possible.
- SEO, Key Words, image tagging and image captions for Google and image search.
- Updating stock on all platforms, amending as pieces sell or are featured.
- Producing all editorial content for the website.
- Working with the Creative Director and third party companies to update the website and CMS design for optimum usability.
- Working with IT maintenance to ensure the website hosting, domain and CMS is up-to-date, online, bug-free and running smoothly.
- Overseeing junior team members, interns or freelancers when needed to assist where necessary in such tasks.

**Inventory** – Producing and managing content on our inventory software and the stock publication schedule.

- Ensuring all data and copy is entered correctly and kept regularly up-to-date on our software for use by the rest of the team. Including product descriptions, dimensions, condition reports, availability/status, actions (eg, to restore, to photograph, to write copy, to list, location, RRP & trade pricing, rental pricing.)
- Maintaining up-to-date collections on the inventory software, for use by the sales team, eg, 'available for hire now', 'New pieces not yet on the website'.
- Creating a stock publication schedule, with the Creative Director and Gallery Director: what inventory is to be released when, according to the desired curation and its availability.
- Overseeing junior team members, interns or freelancers when needed to assist in such tasks.

**Events & exhibitions** – Managing communications and invites for events and exhibitions.

- Working with the Creative Director and/or Gallery Director to produce exhibition materials, catalogues, wall vinyl, invitations and signage.
- Designing invite lists and managing invites and attendance at events.

**Visual merchandising** – Assisting with gallery, store and exhibition curation.

- Making sure the gallery is presented to the highest standard possible
- Ensuring customers have appropriate in-store information, eg, window & wall vinyl, printable price catalogues etc.
- Assisting the Creative Director and Gallery Director with visual merchandising, stock rotations, gallery curation and installation – or 'physical content'.