



JOB DESCRIPTION / PERSON SPECIFICATION

Job Title:	Blacker Yarns Brand Marketing Executive
Responsible to:	Blacker Yarns Brand and Marketing Leader / Managing Director
Supervisory responsibility:	none
Key Relationships:	External - customers, including yarn shops and direct retail customers - publicity, e.g. designers, bloggers, podcasters and magazine editors - suppliers, show organisers and other Internal - all members of staff

MAIN PURPOSE OF THE JOB

Key roles

- developing, enhancing and refining the Blacker Yarns brand
- online marketing, website and social media
- product development
- market and customer research

Support roles

- order fulfilment and customer relations
- stockist relationships and development
- stock control and database maintenance
- support budget development

KEY TASKS

- Development of yarn ranges and patterns
- Manage pattern preparation, including test knitting, tech editing, etc.
- Update and help maintain website, ensuring always accurate, up to date and on brand
- Handle enquiries, provide appropriate advice, take and process orders, despatch samples and merchandise, and produce invoices
- Interact with customers both online and at shows, providing a warm welcoming face to Blacker Yarns brand, also mill visits
- Monitor customer feedback and use this information to develop new products, improve services, and assist customers
- Market and competitor research and market intelligence on knitting and crochet worldwide to inform product development and marketing plan

Blacker Sheep Limited, trading as Blacker Yarns, Blacker Designs and The Natural Fibre Company
Registered office: Unit B, Pipers Court, Pennygillam Way, Launceston, Cornwall PL15 7PJ
Telephone: 01566 777635 Email: enquiries@blackeryarns.co.uk Website: www.blackeryarns.co.uk
Registered Company Number 5426960 VAT Number 867 1186 01



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- Organise BY and BY/NFC show attendance, including bookings, show stands, staffing, transport, accommodation and meetings, working with NFC staff as necessary
- Photoshoot planning and visual continuity of brand
- Help maintain stock management database, ensuring always accurate and up to date, to ensure timely production planning
- Achieve, review and update KPIs
- Support all other staff as required

SKILLS AND ABILITIES

Desirable

- Experience in the marketing function, preferably in a small specialist organisation, ideally in knitting yarns or craft products
- Experience working in retail or in a customer facing role
- Familiarity managing and creating content for social media profiles and / or blogs (either personal or business)
- Understanding of knitting and crochet patterns, tech editor experience would be helpful
- Desire to create and market thoughtfully-crafted products with strong ethical values
- Interest in the visual culture of art, fashion, colour and design
- Experience managing an online shop
- Graphic design experience
- Photography skills

Essential

- Keen interest in the knitting and / or crochet industry, not just ability to knit, but a love and passion for the craft
- Demonstrable written and oral communications skills
- Good organisational, people and customer handling skills
- Flexibility and the ability to work alone or as a member of a team
- Proficiency with IT systems e.g. word-processing, desktop publishing, email, surveys, newsletters, social media, spreadsheets and databases
- Full clean driving licence and use of a car
- The role requires occasional travel throughout the country together with some evening and weekend working which involves
 - standing for long periods
 - moving or lifting heavy and awkward loads

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