

BIRDSONG

SOCIAL MEDIA & COMMUNITY MANAGER JOB DESCRIPTION

Birdsong is a cult fashion brand and award-winning social enterprise. Our team believe that women have always found creative ways to make a statement with what they wear. From the berets of the black panthers in the Sixties to the quiet resolution to only wear clothes made in the UK, fashion is an important ally for change.

For independently-minded women who want their clothing to make a statement about their values, we deliver original wardrobe staples that are ethical and sustainable, made by expert women makers in the UK. From migrant seamstresses, to knitting grannies, Birdsong's social mission is at its core. All our makers are paid living wage per hour for the work they do, and we cast friends and activists as our models.

Since launching in 2015 we've built up a network of 200 makers in London as well as a large following of loyal supporters. Birdsong has been featured in Vogue, Haper's Bazaar, i-D, The Guardian, BBC News and more. We have an engaged audience of 28,000 across social media and email subscribers.

We're a committed and dynamic team of three with a responsive support network around us. We care deeply about supporting marginalised women in London, creating beautiful clothing and staying ahead of the curve.



ABOUT THE ROLE

As Social Media & Community Manager, you will work directly with our CMO to drive sales and keep our community happy and engaged. You will be responsible for all social media outputs across Instagram, Facebook and Twitter. This will involve working together with our co-founder to create considered content, in-line with our core values, as well as scheduling and analysis. You will play an active community management role, interacting regularly with our committed base of followers, engaging them and responding to queries. We will look to you to research, and grow our audience and find out how best to cater to their needs.

You will work closely with our Designer to align your efforts in a timely way with product releases. You will be in regular contact with the brilliant women who make our clothes, forming respectful and sensitive relationships with them as we make social content together that showcases our ethical manufacturing. You will lead our SEO strategy and execution to ensure our brand is as visible as possible. We will look to you to analyse data and assess the effectiveness of our marketing activities in weekly reports.

Beyond this you will be expected to be hands on and get stuck in with every part of the business when required. From running pop-up shops to photoshoots and spending time with our maker groups across London. This is a varied and stimulating role and there will be plenty of opportunity for development. You will be an active face of Birdsong, representing us to the outside world.

This is a permanent role starting at three days per week.

YOUR RESPONSIBILITIES

Managing our social media across Instagram, Facebook and Twitter.

After four years of fast growth we have an engaged and growing audience across our social media channels, with our biggest being on Instagram. You will manage all of these channels with multiple daily posts, aligned with our content guidelines, tone of voice and brand values.

Interacting with our growing community on a daily basis.

Our community is incredibly important to us and integral to everything we do. You will encourage interaction across our various channels, respond to comments, queries and complaints grow the community feeling.

Creating beautiful and engaging content.

With all our clothes designed and produced right here in London, there is a lot to talk about. You will ensure all the unique aspects of our brand are coming across in our social media outputs. You will generate high quality content with a focus on beautiful imagery and well-written copy.

Keeping regular tabs on our data.

You will be constantly analysing the effects of your marketing efforts. This may involve Google Analytics, Instagram and Facebook Analytics, Buffer and other means. Your outputs will be constantly evolving to maximise results.

Researching our audience.

We pride ourselves on being well connected to our audience, but we know from experience that this is something that evolves over time. You will be constantly talking to our customers to detect changes in demographic or motivations so that we can always be on top of how to best meet their needs.

Running weekly email campaigns.

You will work with our CMO to send out engaging weekly email campaigns to our subscribers. These will be aligned with product releases and targets.

Being an active face of Birdsong.

You'll represent Birdsong both online and in person at events to various stakeholders including our partners, women's groups and customers. We'll expect you to embody Birdsong's values and uphold our reputation. There will be plenty of speaking opportunities, should you wish to take them, and you'll have the chance to meet and partner with great people.

Getting stuck in.

As a small and dynamic team, there are times when it's all hands on deck with something that might be wildly outside your usual remit. Your job promises to be incredibly varied and you'll go from investor liaising to working directly with women from migrant communities in East London, setting up pop-up shops and mucking in on photo shoots.

ABOUT YOU

You're bringing industry expertise.

You'll have a minimum of two years fashion or e-commerce marketing experience.

You have tonnes of initiative.

We are a small team with a high level of autonomy. You will need to take complete responsibility for your own role and be creative and fast-moving in your approach.

You have a great eye for detail.

As a clothing brand, visual details are of paramount importance. You will have a brilliant creative eye and be proficient at putting out high quality images and material.

You are deeply passionate about supporting low-income women in the UK.

We are incredibly proud of the unique supply chain we have built and we exist to support the women who make our clothes by providing them with fulfilling, living wage work. This will be a goal that you are prepared to strive for. You will be brilliant at building positive relationships with our varied network of maker groups, many of whom are from London's migrant communities.

You are experienced in marketing.

You will be confident leading the digital side of Birdsong's marketing and you will be bringing experience of effective campaign management and community management.

You are highly adaptable.

Your role will be diverse and things will move fast. You will need to be prepared to change tack quickly and get involved with things outside your remit.

You have strong writing skills.

You have a brilliant grasp of the English language and your grammatical skills are strong. You will be competent at writing engaging copy in line with our values and tone of voice.

You work well in a team.

As a small team, it is imperative that each member works effectively together, is able to collaborate, and lend a hand when needed.

IN SUMMARY

ESSENTIAL

- At least 2 years experience of fashion and/or e-commerce marketing.
- Copy-writing experience.
- Super pro-active.
- An exceptional grasp of the English language.
- A firm believer in the Birdsong mission.
- Social media management and/or content creation experience.
- Visual with a great eye for detail.
- Some knowledge of Google Analytics.

NICE TO HAVE

- SEO experience.
- Customer service experience.
- Start-up experience.
- Bengali speaker.
- Data analysis experience.
- Audience research experience.
- Experience using Mailchimp.

BENEFITS

- £22,000–£25,000 pro rata starting salary based on experience.
- Monthly clothing budget.
- 25 days paid annual leave per year (pro rata).
- Starting three days per week with potential to go full-time.
- Central London office.
- Up to 3% contribution to your pension.
- Rewarding relationships with our brilliant network of makers (incredible food often provided!).
- Lots of exposure to every part of a fashion e-commerce company with plenty of development opportunities.
- Play a central role in a growing social enterprise at a very exciting stage.

TO APPLY

Send your application to Sarah Neville at jobs@birdsong.london with the subject line “[Your Name] / Social Medis & Community Manager Application” and:

- Tell us about yourself and why you want this role.
- Tell us about a time you were confronted with a social media crisis, and how you handled it.
- Attach your CV and/or link us to a LinkedIn profile or online portfolio.

The closing date for the role is midnight on Tuesday 30th April and interviews will be held the week commencing 13th May. Your ideal start date will be as soon as possible. **We are committed to building a diverse team and strongly encourage applications from minorities and people with disabilities.**

VOGUE

BBC

The Guardian

DAZED

TimeOut



BGV / Bethnal Green Ventures



UnLtd