



Pala Eyewear is an award-winning sustainable sunglasses brand based in Brighton, UK. As an independent brand driven by purpose, our mission is to produce high quality, long-lasting eyewear making a commitment to minimise our impact on the planet and maximise our positive social impact on people. As we enter our next phase of growth as a brand, we are seeking a committed and motivated freelance **Marketing Manager** to help deliver our marketing and content strategy across the UK and International markets. An exciting opportunity for a role that allows breadth, with potential for growth.

Marketing Manager, Pala Eyewear (freelance)

3 days p/w (24 hours) | £14.50 p/h

Preferred start date: 12th October

We are a small team here at Pala working in a friendly, close-knit environment and therefore looking for someone with a personable approach, multi-faceted skillset, and who will bring enthusiasm, confidence and passion to the role. We need you to be prepared to get stuck in! You'll need to be an organised self-starter, someone who thinks, suggests and actions rather than always asks. You will report directly to the Founder and your key responsibilities amongst others will include:

- Marketing strategy - Provide marketing strategy each quarter for the brand, along with managing the marketing budget allocated. Maximise our spend across owned and partner channels. Strengthen relationships with existing partners and explore new collaborations to work with. Identify online and offline opportunities across our different local markets and take a bold approach to innovative ideas. We will need you to take the lead here!
- PR management - Research, connect and work with the best journalists in sustainable fashion and ethical business in order to grow our potential reach through printed and online media coverage.
- Social media management - Scheduling of our content across multiple platforms maintaining a consistent brand tone of voice. It will also be incumbent on you to authentically grow our following through these channels.
- Newsletter management - Work alongside the Account & Communications Manager to source, curate and schedule regular email marketing. Your role will also include growing this channel, ensuring the data is clean and valid. Using Typeform to garner feedback and insight from our audience to feed into future strategy.
- Influencer and brand ambassador relationship management - Strengthening our existing relationships as well as identifying new opportunities across our different markets. Managing all product launches, events and sales.
- Visual output - Manage brand's visual assets and create graphics as needed using the existing brand guidelines.

Essentials

- A passion for sustainable and ethical fashion
- Proven experience in Social Media Management
- Good understanding of both traditional PR and influencer marketing
- Skilled in copy-editing and/or creative writing
- Approachable, can-do attitude!

Desirables

- Proven experience of working with positive impact brands
- Entry level skills in graphic design (Photoshop & InDesign)
- Understanding of UX/UI and website management (WooCommerce)
- Art direction and experience of styling and managing photoshoots
- As a team we like to meet together on a regular basis and therefore the ability to travel to Brighton or be within commuting distance is desirable.

An initial onboarding period will be provided alongside the incumbent Marketing Manager.

Pala takes pride in our values We are committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

If you believe you have the requisite skillset, a passion for sustainability and you connect with our business values then we would love to hear from you! Please submit your CV to us at hello@palaeyewear.com and FOA John Pritchard.

Closing date for submissions: 23rd September 2020, 23.59 GMT

