



JOB POSTING

Marketing Coordinator

January 2019

Brooklyn Tweed is seeking a qualified Marketing Coordinator to join our team in Portland, Oregon for a full-time position beginning February 2019.

We seek candidates with experience in marketing and copywriting who also have a passion for knitting, yarn, natural fiber, and slow fashion. Ideal candidates will exhibit an energetic, positive demeanor and enjoy interacting with our making community on a daily basis.

The Marketing Coordinator works closely cross-departmentally with all members of Brooklyn Tweed's tightly-knit team.

This is a full-time, salaried, non-exempt position with benefits. The Marketing Coordinator works from Brooklyn Tweed's headquarters in inner NE Portland.

Since 2010, Brooklyn Tweed and its founder, Jared Flood, have focused their efforts on developing exceptional breed-specific wool yarns entirely sourced and manufactured within the United States. Brooklyn Tweed also publishes timeless knitwear designs featuring the work of the BT Design Team and independent designers. Our aim is to empower knitters with educational content so that they can knit with confidence.

See the following pages for a description of job responsibilities, basic requirements and application guidelines.



ESSENTIAL DUTIES & RESPONSIBILITIES

- Serve as Brooklyn Tweed's primary copywriter. Writing tasks include blog posts, social media posts, knitting tutorials, general website copy, press inquiries, email campaigns, product descriptions, lookbooks, and other marketing materials
- Assist Marketing Manager in the creation and implementation of Brooklyn Tweed's overarching marketing strategy and annual monthly editorial calendar
- Enthusiastically engage with Brooklyn Tweed's customers and fans on our social media channels (Ravelry, Instagram, Twitter, and Facebook)
- Organize and communicate all asset needs (images, video, knitted items) with other members of the team
- Maintain an updated company press kit
- Coordinate and implement Brooklyn Tweed's Preview Knitter Program

BASIC REQUIREMENTS

- Bachelor's degree or equivalent in Marketing, Communications, Business Administration, or relevant combination of experience/education
- Minimum one year copywriting experience, strongly preferred
- Ability to write with proficiency about knitting (comfortable "reading" knit fabric)
- Exceptional writing, editing, and proofreading skills
- Strong work ethic; a self-starter who is motivated to take initiative starting and implementing projects and able to see them through to the finish
- Highly organized, takes a detail-oriented approach to all tasks
- A team player with the ability to communicate effectively and foster positive, professional relationships with collaborators and colleagues



POSITION INFORMATION

Position Type: Full-time, non-exempt (40 hours per week)

Location: Portland, Oregon

Benefits:

- Paid Time Off: vacation, sick leave and a personal day
- Employer-provided health Insurance, dental and vision insurance
- 3% Safe Harbor 401k after one year of service
- Employee discounts on Brooklyn Tweed products

Posting Date: January 21, 2019

Target Hiring Date: February 2019

HOW TO APPLY

Email the following materials to jobs@brooklyntweed.com:

1. Resume and Cover Letter (PDF format)
2. A list of three professional references, including contact information (letters of recommendation not required)
3. Three writing samples (these can be links to blog posts or published materials you have written)
4. Completed Application Questionnaire (PDF format) — see the following pages

*Applicants who are being seriously considered for the position
will be contacted by email regarding an in-person interview.*



APPLICATION QUESTIONNAIRE

Please type your answers to the questions below in a separate document.

FULL NAME: _____

EMAIL: _____

PHONE NUMBER: _____

1. Why would you like to work for Brooklyn Tweed?
2. What are your strengths? What are your weaknesses?
3. Tell us about your professional experience in marketing and/or copywriting. What about this experience makes you uniquely qualified for this role?
4. What are your career goals?
5. How do you ensure a high level of communication is achieved on a day-to-day basis with your supervisor and/or other team members?
6. What is your preference: implementing or innovating?
7. What types of organizational systems or methods do you use, if any, to efficiently manage your workload and schedules?
8. In your own words, how would you describe Brooklyn Tweed's brand aesthetic and ethos? How do you think you can contribute to the brand's future development?
9. What is your history as a knitter, handmaker or fiber artist? How would you describe your level of knowledge/experience with knitting, yarn, and textiles?
10. How did you hear about this job opening?