



JOB DESCRIPTION
Marketing and Retail Manager (part time - 0.5)
ReMode Renfrewshire CIC
2.5 days per week
£26,000 pro rata
Fixed term – Immediate Start

Responsibilities and Duties

Overview

Responsible for presenting the ReMode brand to the public via retail outlets, website, and social media – helping to communicate ReMode’s ethos of sustainability and the circular economy to our target audience of young people.

Planning of Marketing and Retail strategy and delivery alongside the Project Manager to suit the needs of ReMode. Helping to maximise income from ReMode’s retail activities. Principal duties to be completed include:

Website & Social Media

- o Seeking out and undertaking publicity activities to promote the programme including but not limited to - local newspaper/radio interviews, information pop-ups at local events, talks, presentations, and demonstrations.
- o Audience development for all streams of ReMode activity.
- o Managing appropriate and strategic positioning of ReMode’s profile to local audiences, national funding bodies and industry sectors.
- o Brand development to appeal to key target markets.
- o Management of in-house design of brand assets, event photography and online product photography.
- o Copy writing for press, print, web, socials, and SEO.
- o Responsibility for generating and scheduling content for Instagram, Facebook, and Twitter.
- o Maintaining, updating, and developing online retail activity.
- o Management of order fulfilment, packaging, and postage of online orders.
- o Updating online events content as advised by Project Manager.
- o Assist with other routine maintenance of website such as adding blogs.

Responsible for day to day running of the ReMode online shop and pop-ups

- o Selection and pricing of stock for online shops.
- o Lead on visual merchandising across online and pop-up retail activity.
- o Retail product and range development in line with ReMode’s ethos and project goals.
- o Work with Project Manager on strategies to maximise ReMode’s retail income.
- o Recording, reconciling card and cash sales and liaising with bookkeeper as required.
- o Maintenance of Guest Seller records. Liaison with guest sellers and bookkeeper to ensure accurate and timely payments.

- o Dealing with customer enquiries always with respect and a high level of customer service in mind.
- o Handling of general enquiries and passing them to the relevant person within ReMode providing information to satisfy the enquiry.

Other project support

- o Helping to promote ReMode events by submitting online event listings.
- o Any other reasonable task to support the running of ReMode activities.
- o Undertake training as required to enhance work related skills.
- o Support ReMode's ethos of commitment to sustainability and the circular economy.

JOB DETAILS

Working pattern: 17.5 hours per week. Usually worked Wednesday – Friday, but we can be flexible for the right candidate. Some evening and weekend work will be required. Time off in lieu will be given.

Contract: £26,000 pro-rata – Fixed term until June 2025 (with the possibility of an extension dependent on funding).

Place of work: ReMode Renfrewshire Office – Witherspoon Building, Storie Street, Paisley, PA1 2AR.

Reporting to: ReMode Project Manager

Application process: Please submit a CV and covering letter outlining your relevant skills and experience and stating why you believe you are the best candidate for this role.

Email in PDF format to hello@remodeyouth.org by September 4th at midday.

Interviews will take place on 11th-12th September.