

**Role: Copywriter and Social Media Editor**

Sector: Ecommerce (Japanese grocery)

Working hours: 40 hour per week

Location: North Acton

Starting salary: 20-22K depending on experience

This role is to support the ecommerce team in the compilation and maintenance of a thorough and accurate English language product information, blog and recipe section of japancentre.com; as well as supporting the social media and marketing schedule for the entire company. The Copywriter and Social Media Editor should know key platforms like Facebook, Pinterest, Google+ and Twitter like the back of their hand, but also have a finger on the pulse of emerging networks and a penchant for early adoption.

A passion for Japanese cuisine, culture and cooking in general is key. With an opportunity to progress, the role is an excellent chance to gain a wide set of experience. Your responsibility will be to provide high quality editorial and product copy and up-to-date content for all social media activity, maintaining the Japan Centre voice and ensuring Japan Centre is a reference point for information on Japanese food, cooking and culture.

**Responsibilities**

- Write, proofread, and edit copy for monthly promotions, homepage banners, customer e-newsletters, and other promotions as needed
- Write copy for brand websites, microsites, product catalogs, packaging materials, videos, and promotional documents
- Research and compile the weekly online recipe in line with the devised schedule
- Manage delivery and write all Social Media content
- Conduct daily site checks to ensure quality
- Develop weekly and daily ideas for all Social Media channels (Facebook, Twitter, Blog)
- Be the editorial contact for all things Social Media and lead the weekly Social Media meeting
- Be fully knowledgeable about the market place and the online world and research any new content channels for Social Media
- Contribute ideas to all aspects of Japan Centre business, particularly pertaining to content / editorial/ marketing and merchandising, always considering seasonal and up and coming events of interest
- Develop site content for special projects
- Create and manage a well-rounded social media calendar looking 3-6 months

ahead across multiple platforms, initiating new avenues as and when needed

- Liaise with external contacts to acquire quotes, images etc when relevant
- Report – provide analysis and insight of undertaken activities on completion, in conjunction with web analytics to improve service and drive sales

### **Essential Skills & Requirements**

- Excellent written English
- Understands the demands and etiquette of working in a Japanese business environment
- Dedication to delivering an outstanding customer and user experience
- A proven ability to work quickly and efficiently with accuracy and attention to detail
- Time keeping and ability to meet deadlines
- Sound knowledge of online food shop business, recipes and restaurant business
- Ability to work in a team
- Excellent organisational skills
- Graduate (or equivalent) with proven experience
- Ambitious, hardworking and with an impeccable work ethic, you will lead by example and have a proven track record of inspiring creativity and daring both with an excellent experience in food cooking and sharp copy-writing and editing skills.
- Originality, creativity and over all quality of editorial content
- Image and copy accuracy
- Above all you must demonstrate your commercial know-how and ability to add tangible differences to a business such as ours.

To apply please email short cover letter and your CV to [staff@japancentre.com](mailto:staff@japancentre.com) and refer to “Re: Copywriter and Social Media Editor” in the subject line.