



**A NEW
DIRECTION**
We create opportunity



BIANCA SAUNDERS

STEP

Social media and E-commerce intern

Location of role: Hackney Central

Placement hours: 9am - 6pm

Working pattern: Full time

Placement length: 12 Months

Salary: £25,402.83

About Bianca Saunders

Addressing the tension between tradition and modernity, between the masculine and the feminine, the Bianca Saunders brand is spearheaded by award-winning Designer & Creative Director Bianca Saunders. Taking inspiration from her British and Jamaican background, the brand approaches design with a multi-disciplinary attitude that brings cross-cultural references into a modern and reinvigorated evolution of menswear.

The brand is in an exciting period of growth following international recognition since its inception in

2017, being selected by the British Fashion Council as 'One to Watch' in 2018 and then later winning the 32nd Andam Grand Prix Fashion Award in 2021.

Its headquarters are based in London with the capacity to take on design projects and produce two collections a year. Previously shown as part of London Fashion Week, the label debuted its first runway show in Paris in January 2022 with the Autumn Winter 2022 collection 'A Stretch'. The Bianca Saunders brand has collaborated most recently with Farah, on the SS24 collection.

Additionally, Bianca Saunders was invited to design for and attend the prestigious Met Gala, alongside *Usher* in May 2023.

Bianca continues to show biannually in Paris on the menswear schedule.

About the role

- Assisting with forming company's overall digital marketing strategy
- Managing the online inventory
- Developing campaigns to increase digital sales
- Optimising advertising campaigns using SEO and other tools
- Helping manage online marketing presence, including on social media platforms
- Monitoring changes in website traffic or increases in sales
- Identifying opportunities to improve website performance and conversion rate to drive traffic and sales
- Interacting with customers and dealing with customers' enquiries, returns and complaints
- Continuously improve and innovate the whole E-Commerce experience to optimise selling
- Continuously monitor upcoming trends and developments
- Any other reasonable requests made by the Creative Director
- Help with many tasks such social media marketing
- Coordination of the collections and general admin.
- Gain and understand of pushing a luxury brand online presents
- Assisting in creating engaging social media content and scheduling and posting posts. (e.g., Instagram, YouTube, Tiktok, twitter, threads or Pinterest)
- Engaging with our social media followers, influencers and analyse this
- Researching social media trends and news
- Creating content for social media, schedule
- Do weekly filming and documenting the studio for the archive into the drive.
- Documenting content created
- Keeping up with saving the archive to the drive.

- Record and document actions for content use.
- Create call to action posts for stories.
- Analysis Social media platform data
- Other admin duties (inventory checks and packaging orders)

Skills and experience

Essential

- Excellent organisation and attention to detail.
- Knowledge of various social media channels
- Knowledge of Adobe Photoshop
- Professional and enthusiastic attitude to the way you approach work, and the workplace is essential
- Flexible and self-motivated with the ability to adapt within a fast paced and changing environment
- Able to operate effectively as part of a team as well as, where appropriate, on your own initiative.
- Strong communication skills
- Proactive and methodical
- Organised and able to multitask and prioritise effectively to meet deadlines
- An eye for details and accuracy
- An interest in the fashion
- Personable and approachable
- Willing to get hands dirty
- This role is an excellent opportunity for a passionate individual seeking to gain work experience in and exposure of a global brand, fast paced design studio.

Desirable

- Graphic Design experience

About STEP

STEP is a training programme for young East Londoners local to the Olympic Park, who are ready to bring ideas, creative energy and perspectives to the creative and cultural sector.

You must be;

- Aged 18 to 30
- Resident of Hackney, Newham, Tower Hamlets and Waltham Forest
- Priority will be given to those that have attended school or college in these boroughs

Through STEP, you'll get paid London Living Wage over a 12-month training programme to develop a range of skills and creative approaches and build on your network

across different organisations or departments. You'll complete a work-based placement, grow as part of a peer network, take part in regular professional development workshops, and get a budget to produce a collaborative project. We'll also connect you with a specialist industry mentor, provide careers coaching and continue to offer support as part of our community after the programme.

How to apply

Complete our STEP application form by 10am on Friday 29 September, you can upload video or audio responses.

[STEP application form](#)

For more information

If you require information in an alternative format, or want to speak to us about any access requirements, please contact us at goodgrowthhub@anewdirection.org.uk

Go to the Good Growth Hub website to find out more here about the STEP programme, book in to attend one of our information sessions, hear from STEP alumni and read out application guide for some expert tips.

<https://goodgrowthhub.org.uk/programmes/step>