

Job Description

Position: Customer experience and brand champion

OVERVIEW OF WOOTTEN

Wootten takes slow fashion seriously. It's the process, the relationship and the beautifully hand-crafted product that we pride ourselves in. While the word bespoke and artisan might be bandied around to describe all manner of things, it's these words that actually describe the work we do at Wootten. We want to take people back to connecting with where their products come from, help them understand the process and build life-long relationships with our customers. Hand making footwear and leather accessories is in our DNA. Wootten is a small, family-operated leather and footwear manufacturer, offering a Bespoke, Custom and Standard footwear and leather accessories range. Established in Victoria in the early 1990's, Wootten has a long history of crafting high quality footwear and leather goods. In 2018 the workshop was relocated to Ballarat and is housed in the historical Gun Cotton warehouses. The retail store moved from Prahran to Richmond in 2019 and has since become a well-established hub for our long history in Melbourne.

Our aim is to produce the highest possible quality footwear and leather goods and we continually strive to source the finest materials and refine our craft. We want to showcase the local environment we live and work in and celebrate the amazing artisans, craftspeople and traditional makers in our community of Ballarat. Our current team of craftspeople possess over 50 years experience in the industry.

You can read more about the heritage of Wootten [here](#).

PURPOSE OF THE ROLE

Wootten is growing and we can see an opportunity to deeply engage with our community, connect with more people who are interested in the slow fashion movement and raise the awareness of local, Australian-made, high quality products. We're looking for someone to help us bring this aspiration to life and as our Sales, Marketing and Retail Assistant, you will work closely with the company's owners to develop and implement a growth strategy aimed at increasing sales and awareness of key aspects of the brand, telling our story and promoting the work we do. The role will be multifaceted.

The role primarily will be focused on the customer facing aspects of the brand, both in retail and customer care. As well as strategic planning and implementation of strategies designed to boost sales and brand awareness.

Further to this, the core values of Wootten require all staff to have hands-on experience in the workshop, in order to have a better understanding of the products and materials and to fully understand the processes and techniques used in their creation.

The role will be spread across both locations. Primarily based in Ballarat with one to two days per week in our Richmond store.

VALUES, SKILLS AND EXPERIENCE

- Strong leadership and strategic marketing knowledge & skills
- Belief in the purpose and philosophy of Wootten

- A belief in the value of locally produced high quality goods
- A passion for innovation, entrepreneurship and trying new things
- A can-do attitude and ability to execute projects and tasks efficiently and effectively
- Self-motivated
- Ability to build and foster relationships
- A strong understanding of the craft and design industry
- Experience working on practical and hands-on tasks
- Experience working in a small team or small/family business
- Experience with digital marketing approaches including social media and database management
- Excellent verbal and written communication skills and the ability to craft a compelling story
- Broad experience in local and regional business, arts or community projects is desirable.
- Strong commercial marketing and sales lead generation experience would be highly desirable
- Experience in the management and execution of brand partnerships, working closely with brand leads to bring campaigns to life is also highly desirable.
- Experience with the Adobe Creative Suite, operating the backend of a website, and some form of accounting software would be advantageous
- Experience in photography (product or fashion) would be desirable

FUNCTIONS OF THE ROLE

Retail and Customer care

1. Answering phones and replying to customer inquiries via email
2. Physical retail presence handling sales in our Richmond store and developing our presence in our Ballarat workshop and at events
3. Visual merchandising in both locations
4. Strong product and material knowledge
5. Strong knowledge of fitting footwear and associated foot conditions and common requirements (this can be taught on the job)
6. Affable and personable to all clientele, in accordance with the brand's position and core values
7. Confidence in handling transactions and varying pricing structures

Sales

1. Working with the owners to develop a yearly sales strategy and key financial targets
2. Tracking sales and regular reporting
3. Monitor marketing performance and conversion to sales and utilize this knowledge to drive improvements

Marketing and PR

1. Build brand awareness, brand preference and brand engagement for Wootten generally, and more specifically, awareness of the retail offering through both physical and online channels.
2. Develop a communications strategy that aligns with the core values of Wootten and the strategic areas of growth.
3. Management and execution of general content strategy & deliverables ensuring a strategic approach that helps achieve business outcomes

4. Management of Wootten's presence at events ensuring the brand is represented in the best possible light and alongside brands of similar core values and calibre of work.
5. Support the activation and execution of events and partnerships or collaborations with other strategically aligned brands.
6. Manage and implement direct marketing to our databases through email and social media channels.
7. Develop and manage a calendar of events and build key relationships that aligns with Wootten's strategic growth targets
8. Keep abreast of local and national opportunities for engagement with key industry bodies, councils and organisations. Such as the Ballarat Creative Cities Strategy.

Workshop

1. Assist in the production of footwear and leathersgoods
2. Preparation of ancillary products for sale, such as packaging polishes, laces etc
3. Ongoing training and development of skills will be required.
4. General workshop tasks

GENERAL EXPECTATIONS

- A warm, friendly and engaging approach
- Engaged in strategic direction of the brand
- A strong sales/ revenue generating focus
- Friendly, open and helpful email/phone brand/tone
- Prompt follow up and reply to enquiries
- Manage relationships with key partners
- Meet deadlines as set by yourself and/or at reporting meetings
- Contribute to overall direction, image and brand of Wootten
- Able to work on Saturdays
- A willingness to try new things and take on ongoing training and development of practical skills

KPIs

KPI's will be established and reviewed on an annual basis and a sales incentive or bonus structure may be offered.

NECESSARY ATTRIBUTES

Creativity, Integrity, Authenticity, Intelligence, Practical Nous, Sense of Humour, Passion for Problem Solving, Initiative, Persistence (i.e. Never Gives Up), Purpose-Driven, Follows Through, Competitive, Challenges the Status Quo, Positive.

TERM

This position may start as a part-time position (minimum 3 days per week including a Saturday) with the role ideally transitioning to full-time within the first 12 months.

CONTACT

Please forward your CV and cover letter outlining why you are interested and what you believe you can bring to the team to workshop@wootten.com.au