

# ORLEBAR BROWN

## JOB DESCRIPTION

<b>JOB TITLE</b>	Content Editor
<b>DEPARTMENT</b>	Marketing Director
<b>REPORTING TO</b>	Marketing
<b>LOCATION</b>	London
<b>ROLE TYPE</b>	1 Year Fixed Term Contract
<b>SALARY</b>	Competitive, depending on experience

## COMPANY PROFILE

Orlebar Brown launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

In 2010 we took Orlebar Brown off the beach, out of the pool and into the resort with a range of tees, polos and shirts, and have since then developed the product into a full lifestyle offer including shorts, trousers, sweats, outerwear, knitwear, footwear and accessories.

The brand has rapidly gained global recognition and is sold through multiple channels. Web is the largest channel, delivering to customers globally through [www.orablebarbrown.com](http://www.orablebarbrown.com). The first Orlebar Brown store opened in London in 2011, and there are now eight stores in the UK and eight stores in the US, alongside stores managed by franchisees in Australia, France, Dubai, Greece and Kuwait. The brand is sold in the world's best Menswear retailers including Selfridges, Harrods, Mr Porter, Le Bon Marche, Saks 5th Avenue and Holt Renfrew amongst others, as well as through key trend and regional independent menswear stores.

In 2018 Orlebar Brown was acquired by Chanel, with a plan to continue the brand's growth and development internationally and across channels.

We are looking for another strong team player to join us on our journey in establishing Orlebar Brown as the luxury choice lifestyle brand for holiday clothes to wear every day.

## THE POSITION

Managed by the Marketing Director and working closely with both the Founder and the OB Club Marketing Manager, the Content Editor will build a content strategy to create an online editorial platform which supports our exciting brand purpose.

Orlebar Brown is not a collection of clothes. It is an experience led brand that makes product. Our purpose is to *Holiday Better*. This might be through products worn on holiday - but also on where we holiday, how we holiday and what we do on holiday. We are looking for someone who can help us *to encourage, excite and enable everyone to Holiday Better*.

The key initiative in how we are going to do this is the OB Club. OB Club is a content rich, forward thinking editorial platform where members will be able to read world class content generated by you and/or co-ordinated from our Holiday Reps (brand ambassadors).

Whilst Orlebar Brown loves everything about holidays, we are also aware that to enjoy our products customers will be contributing to climate change. How can we all *Holiday Better*? As well as fabulous places to go and things to do, sustainability and male mental health (benefits from holidays and travel) will be key themes we would like you to explore.

The overall aim of OB Club is to see an increase in return visitors to the site and ultimately drive a higher retention rate.

## GENERAL RESPONSIBILITIES

- Build an annual content strategy to support OB Club, writing and delivering consistent, world class content
- Use a CMS to publish all content
- Manage and approve all content produced by our Copywriter including product descriptions, emails and site copy
- Research imagery to support written content
- Commission Holiday Reps (our ambassadors) to write specific content
- Own all copy to ensure there is a consistent tone over voice across all touch points
- With the support of the wider Marketing team develop custom OB Club collateral, such as OB Club news or OB Approved
- Work closely with the Social Media Executive on amplifying key stories through social media
- Edit content provided by Holiday Reps to ensure there is a consistent house style / Tone of Voice
- Work with the ecommerce team to understand what content drives engagement, tailoring future content based on learnings
- Write SEO friendly content that supports organic traffic to [www.orablebrown.com](http://www.orablebrown.com)
- Support Copywriter with Ad-Hoc copy requests such as email copy or subject lines

## CANDIDATE PROFILE / SKILLS & EXPERIENCE

The ideal Content Editor will have held a similar role in a similar business, magazine or publishing house and will have proven credentials to back up their application. Specific skills and experience include:

- Minimum 3 years' experience at a similar brand or magazine
- Strong written and verbal communication skills, with journalism experience essential
- Enthusiasm for web journalism, with a keen eye for quality online content
- Precise use of language and use of grammar
- Confidence to edit your own content, alongside other internally generated content
- Strong desire and track record to 'make a difference' and add value in the role
- Meticulous attention to detail
- Knowledgeable in the principles of SEO
- Excellent project/time management and organisational skills, able to cope in a fast-paced environment
- Degree educated or above, ideally in a marketing, journalism or related field
- A natural interest in travel, sustainability and male mental health are vital to this role

## WHAT WE OFFER

- Join a diverse working environment of people who we learn from every day
- The chance to train and develop your skills in a fun and fast working environment
- Competitive benefits package – 33 days holiday (inclusive of 8 public holidays), great discount on our products and affiliated partner brands, Bupa private health cover, company pension scheme, flexible working hours, cycle to work scheme and quarterly social events.

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team define who we are and how we get the job done.

To apply, please contact [jobs@orablebrown.com](mailto:jobs@orablebrown.com) with copy of your CV and a friendly introduction. Unfortunately, due to the number of applications, only those that are successful will be contacted.

**Direct applications only.** Recruitment agencies – thanks for reading, but we've got this one covered!