

COPY MANAGER

NET-A-PORTER is an established global Internet retailer of cutting edge luxury fashion labels, relied upon for its exceptional quality of service and eye for the next big thing. With an expanding domestic and global market, and revenues increasing month on month, critical strategic change is on the agenda, in order for us to achieve the objective of dominating our sector as a truly successful force in online retail.

We are seeking a talented Copy Manager to lead our growing team of highly skilled Product Writers. Reporting to the Head of Studio Production, you will be responsible for ensuring the team efficiently delivers inspiring and informative product information on a daily basis to increase desirability and generate sales.

"... the slickest high-fashion magazine-style website" Sunday Times Style, UK

Responsibilities

- Responsible for product page editorial. Generating engaging product copy and Editor's notes.
- Review and edit all product page copy prior to going live. Ensuring quality is maintained in a NET-A-PORTER style and enhanced to strengthen brand language.
- Ensure the Editor's Notes reflect the relevant trend value of the piece, as well as any specialist information (such as advertising campaigns, celebrity endorsement, editorial coverage, designers favourite etc) to increase desirability and generate sales and links through to the click through feature on mannequin shots. The Editor's Note is a direct sales tool and should answer any unanswered questions the potential purchaser may have.
- Liaise and communicate with Buying, Retail and Editorial to note specialist remarks, materials, details, trends etc. Provide leadership to the Product Writers, ensuring they are inspired, engaged and motivated. Constantly seeking to be the best and exceed expectations.
- Manage and prioritize worklists to ensure upload targets are met seamlessly on a daily and weekly basis.
- Communicate to Studio Production Coordinator and Head of Studio Production on a daily basis on matters concerning the upload process and specifically, team performance against daily schedule, workload and issues as they arise.
- Work with the other Studio Production Team Managers to ensure the upload process runs smoothly, particularly in the absence of the Head of Studio Production.
- Ensure the team understands the strategic direction of the business and their role in helping to achieve it.
- Determine and clearly communicate objectives to the team. Ensuring they are aware of the daily priorities.
- Proactively develop team and individual performance. Carry out annual performance appraisals and identify development needs.

- Assess and communicate the team resources required to complete projects and manage expectations accordingly.
 - Proactively plan and manage resources within the team.
 - Recruit, develop and retain talented team members in line with the needs of the business and to support business growth.
 - Ensure all new starters are inducted into the wider Studio Production Team and understand the upload process from start to finish.
 - Demonstrate a flexible attitude and be responsive to change and last minute requests.
 - Work alongside other Studio Production Team Managers to deliver new business projects and developments.
 - Liaise with Magazine Editorial on ad hoc magazine editorials, ensuring creativity and quality of copy.
 - Actively promote a positive open, honest, and effective working environment where all staff are valued and contributing to the team's success.
-

Essential Skills & Requirements:

- Significant proven experience in managing and leading a team of in-house writers in a fast turnaround, high quality environment.
 - The ability to meet tight deadlines and experience in motivating others to achieve within the require timeframe.
 - Love and passion for fashion and product.
 - Highly skilled at editorial editing and copy writing, with excellent command of English language.
 - Excellent communication and people management skills.
 - Flexible, self motivated, enthusiastic and driven.
 - A passion for product, and crucially for always exceeding internal and external customer expectations.
 - Ability to excel within the dynamic demands of a rapidly growing company.
 - A good sense of humour.
 - Capable of working under pressure and in a fast paced environment
-

Location: Long Island City, NY

Hours: Daily 8:30 - 5:00 pm

To Apply: Please send us an updated resume and a cover letter explaining why you feel you are suited to the role. These should be emailed to careers@net-a-porter.com

NO AGENCIES PLEASE