Social Media & Marketing Trainee – Finisterre

Location: St Agnes, Cornwall
Salary: Real Living Wage (£13.45 p/h)
Contract: 210 hours part time (Hybrid working, at least 3 days a week in the office)
Start Date: November 2026

ELIGIBILITY
To be eligible to apply for this role you must be:

- UK-based and have the right to work in the UK.
- Aged 18–30.
- Based in Cornwall and able to commute to Finisterre's head office in St Agnes.

ABOUT FINISTERRE
Born two decades ago from the needs of hardy British surfers, Finisterre is proudly B Corp certified and a leader in its field; designing functional and sustainable products for those that share a love of the sea and adventure. Whether based at our cliff-top headquarters in St. Agnes, Cornwall or in one of our eleven retail locations across the UK, Finisterre is a truly unique brand and career proposition.

Perched a few hundred metres from the crashing Atlantic, our HQ at St. Agnes' Wheal Kitty Workshops is at the heart of our brand. Here we stay true to our original design ethos of functionality and sustainability brought to life in an understated style and identity, always remaining committed to product, environment, and people.

Our people are at the very heart of the Finisterre brand, wherever they may be in the world, sharing our values and vision to make the world a better place. Culture and team are everything here. We take care to create a working environment where our people are valued and can thrive and grow with us. It's a buzzing place to work, and we are privileged to enjoy the natural environment and ocean on a daily basis.

So, if you are as passionate about the ocean as we are, if you embody our values to be Brave, Honest and Driven, and if you want to learn your craft at a truly authentic, purpose-led brand, then we would love to hear from you.

ABOUT THE ROLE

We are excited to host a hands-on, six-week traineeship for someone at the start of their career who wants to learn how to tell environmental stories through social media and marketing. You'll join our Social Media team and learn by helping to share the stories behind our products, the materials we choose, the people and communities we work with, and the coastlines and oceans that inspire everything we do.

You don't need to be an expert. You'll be supported day to day by our Social Media Manager, with regular check-ins and feedback, so you finish the six weeks with real skills and a clearer view of where you'd like to take your career next.

MAIN DUTIES AND RESPONSIBILITIES

Environmental Storytelling

- Helping to find and shape stories about sustainability, materials, product care and our environmental work, and turning them into simple, honest content for social media.
- How to talk about environmental topics clearly and accurately and checking facts with the right people in the business before anything goes live.
- Capturing behind-the-scenes moments at HQ, on photoshoots and out in our communities, and suggesting ideas for how they could be shared.
- Getting to know our products, projects and community so that the stories we tell are well informed and true to the brand.

Content Creation

- Supporting the creation of posts, stories, short-form video and captions for Instagram, TikTok, LinkedIn, YouTube and Pinterest, working from briefs set by the Social Media Manager.
- Joining photoshoots and content days when needed to help capture footage and images.
- Contributing your own ideas for content and campaigns, including trends you spot through social listening.

Marketing Support and Reporting

- Supporting the wider marketing and creative team with environmental storytelling across our blog, website and emails.
- Supporting the wider Marketing team with campaign tasks.

- Meeting regularly with the Social Media Manager to review what worked, what didn't and why, and applying those learnings to future content.
- Learning to read social media data and insights and helping to put together simple weekly and monthly performance updates

APPLICANT REQUIREMENTS

- Relevant aspiration and interest in being part of a multi-channel retail business
- A passion for the environment and the ocean, and a genuine interest in sustainability and how brands can talk about it honestly.
- Able to keep on top of tasks and deadlines and ask for help when you need it.
- You're open to feedback, keen to try new things and happy to own your personal development.
- Passion, energy and aspiration in line with Finisterre values, products, brand and customers.
- Excellent interpersonal skills and ability to work in a team.
- Thrives on positive change and able to manage self under pressure.

DESIRABLE SKILLS

The following skills and experiences are advantageous but are not requirements. These may have been developed through education, hobbies, volunteering, personal projects, self-directed learning or paid work:

- At least 6 months' experience, paid or voluntary, creating content or supporting social media for someone.
- You use and understand platforms such as Instagram, TikTok, YouTube Shorts, Pinterest and LinkedIn.
- You can write clear, friendly captions and short copy.
- Basic photo or video skills (phone content is absolutely fine) and a feel for what looks good.
- It would be great, but not essential, if you have some experience with editing apps such as CapCut, Canva or Adobe tools, or have looked at social media insights before. We'll help you learn the rest.

WHAT YOU'LL LEARN THROUGH THIS ROLE

- How to turn environmental topics into stories that people want to read, watch and share.

- How to spot a story in everyday moments, and develop an eye for what makes great behind-the-scenes content.
- How a purpose-led brand works from the inside, and how product knowledge makes the stories it tells credible.
- Practical content skills across short-form video, photography and copywriting, and how to adapt them for each platform.
- How to adapt a story for different channels, from a quick social post to a longer blog or email.
- How a marketing campaign is planned, coordinated and delivered across a team.
- How to use performance data and feedback to judge what's working and keep improving your content.

HOW TO APPLY

Please complete the online application form here. This includes a couple of questions to outline your suitability for the role and reasons for applying for this role. These questions are in lieu of a cover letter. You will also be required to upload a CV. If you have any questions, please contact: esmee@finisterre.com

Deadline for applications: Friday 16th October, 12pm BST

Interviews to be held: w/c 2nd November 2026

ENVIRONMENTAL STORYTELLERS PROGRAMME

This role is being hosted as part of the Wildscreen Environmental Storytellers Programme. Kindly supported by the John Lewis Partnership Foundation, we are working with organisations to diversify natural world storytelling and support young people to take their first steps within the industry.

Through the programme you the successful candidate will:

- Join a wider cohort of trainees;
- Get access to unique training opportunities;
- Gain industry insight;
- Receive bespoke mentoring.

For more information head to https://wildscreen.org/wildscreen-traineeships/