

Social Media and Content Manager

We are growing our team!

We are looking for a vibrant 'can do' linen lover to take the reins of our social media and content strategy. We seek a driven and highly creative social media and content specialist with solid experience in growing online communities.

The ideal candidate should have extensive experience in campaign and content development, social media strategy, community management, data analysis, communications and influencer marketing. Most importantly they should relish in the prospect of working with a luxury product made end to end in Europe.

Candidates should demonstrate the ability to lead projects from concept to completion and thrive on increasing community growth and engagement along with reach and revenue.

This is the ideal opportunity for someone with a solid background looking to align themselves with a boutique luxury brand poised for further growth both locally and abroad.

The role:

- Devise and manage the entire social media and content strategy of the business across local and international channels
- Create social strategies to drive audience growth and engagement
- Schedule and manage all social media posts
- Manage community communication and engagement across all channels
- Oversee all social media content development
- Create website content
- Manage EDM themes and content
- Drive partnership and Influencer strategy and implementation
- Coordinate Public Relations
- Manage Blog/Journal long form content
- Assist with trade content, communication and tools
- Work with our existing in house creative team

Skills & Experience

- 3-5 years experience in growing online communities
- Ability to demonstrate strong campaign and content development attributes
- Strong organisational skills across developing, implementing, and adjusting a monthly content plan across all community channels
- Experience in social media, customer cycle and google analytics data

reporting

- Strong creative copywriting ability
- Able to demonstrate the ability to drive engagement, reach and revenue

If you are a driven marketing professional looking for an exciting position to utilize your extensive content marketing experience to define and implement our growth strategy, we'd love to hear from you.