

United Arab Emirates Jobs Expertini®

Content & Social Media Manager, Stockholm

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Company: Blugiallo

Location: , , United Arab Emirates

Category: other-general

BLUGIALLO is founded on the basis that we are all individuals, carrying our own personal brand. We're devoted to the art of 'Expressive luxury'. We help people express themselves, and we design contemporary, seasonal transcending tailoring and essential wear for mindful likeminds. Will you pioneer the fashion industry with us? We're in search of a creative genius as we're in an expansive phase, building the BLUGIALLO family on home soil, but also venturing abroad. The role is an operational role, heavily focused towards growing the awareness of our brand and community digitally. Your main responsibility will be to curate, plan and execute content for all relevant marketing channels, site content included. You will be working with our Creative Director and Brand/communications Manager in a small marketing team (with a clear vision to grow). You will have access to a deep pool of amazing video and photo content. Key responsibilities Produce and deliver engaging and unique social media campaigns/content to drive customer acquisition and retention Create/Curate engaging content to grow the brand Assist in creating and implementing paid social media campaigns and PR activities Work alongside and support relevant team members within marketing and sales to ensure consistent social media coverage and brand management across all platforms Act as a liaison point (customer service) for all social media related customer enquiries Organise, choreograph and direct photo & video opportunities (content creation). Take ownership of community management on social channels, e.g. Instagram, Facebook & TikTok. Stay up to date with digital development and industry best practice, monitoring competitors' activities and proactively generate new ideas to improve our KPI performance & digital presence. Entrepreneurial, ambitious and purpose driven

mindsetCreative, structured and fast pacedExtraordinary communicator, both written and verbally in English as well as SwedishAbility to analyze and strategically plan content and follow through relevant content/marketing plansExperience & EducationRelevant education within digital marketing, content management is a merit yet not a dealbreaker.Minimum, 3-5 years of experience working with social media marketing and/or content management for D2C brands (fashion a merit)High knowledge and experience of relevant marketing channels, e.g. IG/FB, TikTok, Pinterest etc.Proven record of high-level content curation/creation at a professional levelThe position is full time based at our new Showroom/office at Birger Jarlsgatan 2, StockholmPlease send your application (in whatever way suits your personality best), latest the 15 thof November via the link below.What we offerBlugiallo's mission is to change the way people buy clothing, focusing on quality, sustainability and personal preference.Our brand is destined for global community greatness. If you share our passion, drive and vision, we could be the perfect place for you to develop and grow together. We are a tight group of team players, although we believe everyone needs to shine in what they do.You can expectA flat organization where everyone work closely to help each otherTeam based bonus incentivesFlexible working hours based on work/life balanceOpportunity to grow internally and lead your own marketing team long-term (if desired)

#J-18808-Ljbffr

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