

# Social Media and Community Manager Soho, Origins NYC



We are currently seeking an experienced social media and online community manager who will report to our Head of Strategy. This is an instore and remote working role, and will be responsible for developing, guiding and monitoring Origins NYC's online presence across multiple social media platforms. Duties encompass a wide range of disciplines and skills, including strategic development, project management, customer service, and content creation.

## How you will contribute:

You as an individual:

- A positive, outgoing, high energy personality that is entrepreneurial and digital-first.
- An ability to multitask and perform under pressure.
- An ability to work confidently with Influencers and celebrities.
- Provide expert knowledge of the platforms and their formats and products, primarily on Instagram, TikTok, Facebook and more.
- Ability to communicate effectively and build strong partnerships with clients, peers, and management.
- Have a real passion for social media and stays up-to-date with the latest social media trends and digital technologies, coming forward to the team with new ideas.
- Will have a proven track record of social media success working with other brands or businesses, and will be able to confidently prove how you delivered this from concept through to strategy, content creation, and analysis of results.
- Support and follow all company policies and procedures at all times - providing feedback on any updates/changes that might become necessary.

## Strategy

- Develop social media strategies with the aim of increasing sales, brand awareness, and customer engagement.
- Adapting content to different channels, not cross pollinating the same content.
- Liaising with other departments and creatives to create an holistic and effective online marketing strategy.
- Oversee, plan and deliver content across different platforms by recommending and using scheduling tools such as Sprinklr and Hootsuite.

## Community management

- You will help provide impeccable customer care to our clients and be a true ambassador of Origins.
- Ensure that client concerns and feedback are handled appropriately and in a timely manner. Partner with management team for exceptional situations as needed.
- Monitoring and responding to customer feedback, comments and social media posts, answering all sales DMs, and using the company's social media FAQs.

## Influencer management

- Be a brand ambassador for Origins NYC and uphold all relevant Influencer protocols and agreements.
- Excellent networking skills to form relationships with influencers and other key players.
- Capture content with Influencers at the store, be able to confidently come up with new ideas in the moment, and direct them appropriately and professionally.
- Be willing to work late as required for any influencer collaborations.

## Content Creation

- Creating captivating content for an organization's social media sites, which may include writing blogs, articles, posts and multimedia content.
- Promote products, services and content over social media, in a way that is consistent with Origins' brand and social media strategy.
- Develop and oversee any competitions and campaigns.

- Excellent written skills and able to write long and short form copy.
- Ability to shoot and edit photos and videos (on your own Digital SLR or iPhone is acceptable).
- Ability to use all platform formats, such as IG live and Reels.

#### Data analysis and optimisation

- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights.
- Be responsible for creating and presenting a monthly multi-channel report
- Develop larger reports such as 6 month reviews, competitor analysis and yearly reviews.
- Be capable of setting measurable goals for campaigns, measuring and showing the Return on Investment (ROI) for the business.
- Recommend improvements to increase performance.

#### You will be trained in:

- Slack.
- The Origins systems.

#### You will need:

- High level of accountability and reliability with willingness to accept feedback. Collaborative spirit and proactive attitude.
- Passion for social media, fashion and street wear industry and high level of personal performance.
- Minimum 1.5 years experience in social media across relevant brands and industries, preferably having worked in agencies, such as Advertising, Digital, Experiential, Influencer or Social media agencies.
- Be able to provide references and examples of your work.
- Exceptional organizational skills, follow through and attention to detail.
- Commercial and cultural awareness.
- Flexible availability as required – including weekends, holidays, and on rare occasions nights.
- Learn how to use communication and project management tool, Slack as well as our bespoke Origins system.
- Experience working in a fast-paced business with the ability to take initiative and to respond quickly and efficiently.

- Strong problem solving attitude.
- Able to assess priorities, meet deadlines and work under pressure.
- Collaborative spirit and proactive attitude.
- Excellent verbal communication skills.
- To be presentable, with a love for the brands that we carry.

### **Apply:**

Please email your CV and covering letter to [help@originsnyc.com](mailto:help@originsnyc.com) with the subject title: Social Media Manager.

### **Why work with us:**

This is an exciting opportunity to contribute to the growing and expanding team at Origins - a fast moving start-up company with big ambitions, that offers possibilities to learn and grow. Our vision is to train our team through the ranks to reach their full potential in a stimulating and fulfilling environment.

Like our client based and the brands we carry, we have a diverse team and welcome individuals of all backgrounds. Qualified applicants will receive consideration for employment without regards to race, color, religion, sex, sexual orientation, gender identity or expression, national or ethnic origin, disability, protected veteran status, or other characteristics protected by applicable law.