

Located in central Manhattan in New York City, Artis® is a company on a mission to create a totally different beauty paradigm starting with beauty tools, accessories and now skincare products. Our iconic brushes are designed to give you a better beauty experience -- from the way that they look to the way they perform. We're driven to inspire people to reimagine what their beauty routine can and should be. We call that, Better Beauty, by Design.

This year the Artis® brand has experienced tremendous growth and notable milestones -- from our launch in Sephora, to being named one of Oprah's Favorite Things, among others. As we continue to evolve the brand with several new launch innovations this next year, we are seeking a creative and ambitious full-time Assistant Storytelling Manager to support the Storytelling Manager across all owned content and story development, including social media channels, press materials, and newsletters. Development of the story, copywriting and engagement for Instagram (in feed and IG stories) is a top priority.

The Assistant Storytelling Manager leads community management of owned social channels, with support from the Earned Marketing Coordinator from an influencer relationship standpoint.

Key Programs:

- Key skills to hone include: Strong grasp of Artis voice + tone; ability to write in the Artis voice for different mediums and materials; time management and balance of long term and immediate project needs; proactive thinking and communication; tuned in to the beauty industry and cultural trends.
- Draft copy for all Artis audiences, including:
 - Artis Owned Platforms (E-commerce, Social Media, Newsletters)
 - Retailers
- Community management across all Artis social channels
- Customer Relations Management during assigned time frames

Job Responsibilities Include:

- **Copywriting Responsibilities**
 - Supports the Storytelling Manager in the development of weekly content themes. Using Artis Voice & Tone as guidance, the Assistant Storytelling Manager helps develop the daily story arc for Instagram and writes all Instagram copy
 - Drafts all social, newsletter, retailer and website copy
 - Concepts daily IG stories (along with Marketing Coordinator, Earned) + writes/produces all IG stories
 - Creates and maintains language guidelines around acceptable word choice, as part of Voice & Tone
- **Community Management Responsibilities**
 - Maintains the integrity of the brand's Voice & Tone across social platforms and through the use of direct messages; leverages the brand as a thought-leader in social conversation through comments and engagement strategy.
 - Develops and manages hashtag, comment and engagement strategy on social channels to grow community engagement.
 - Works with Marketing Coordinator, Paid/Owned, to track social engagement via critical brand KPIs
 - Captures BTS content at monthly shoots during specified times for use in Instagram Stories
- **Additional Storytelling Responsibilities**
 - Works alongside the marketing team to understand the overarching direction around brand Vis ID and content guidelines

- Supports Storytelling Manager in updating and maintaining relevant budgets and expenses
- **Customer Relations Responsibilities**
 - Works with Customer Relations lead to follow schedule and address Customer Relations inquiries, utilizing resources such as QuickBase to proactively and efficiently handle requests.
 - Flags customer relations and media/influencer inquiries and coverage to appropriate team members in real time.

Desired Skills and Qualifications

- Bachelor's degree in a related field with 0-3 years experience working.
- Excellent writing and editing English skills
- Ability to work independently as well as with a cross-functional team, and thrive in an informal, fast-paced culture
- Experience in the beauty/lifestyle field is ideal, but not required.

What you will Love about us

- We offer competitive compensation, 50% paid health benefits, 401k, snacks, brushes and a fun, relaxed office environment.
- Work/life balance is important to us and so we offer a Flex Time program, that allows for employees to work with their managers to schedule some personal time during regular business hours.
- We appreciate our team so much we host office lunches 3 times a week, happy hours and offsite team outings.

Artis is an Equal Opportunity Employer M/F/Disability/Veteran.

*To be considered, please submit your resume and cover letter with salary requirements to
TALENT@artisbrush.com*