

Social Media Specialist

Job Description

The social media specialist is responsible for promoting the company through various digital and other platforms. He is a person who will know how to combine creativity and curiosity with the final results that the initiatives will have on the income of the company.

Tasks

This full time role includes creating, integrating and publishing content in addition to handling interactions with the community. He also participates in the strategic planning of advertising campaigns and is in charge of influencer partnerships / public relations.

- Plan and execute the content calendar of the various social networks
- Analyze engagement performance to optimize brand presence online
- Find various partnerships to raise awareness of the brand
- Interact with the community (organic, influencer and media)
- Create various content adapted to the different realities of platforms and trends
- Support the e-commerce marketing manager with photoshoots and events
- Propose and manage various influencer and collaboration strategies
- Other related tasks

Competencies

- Experience & knowledge of platforms such as Instagram, Facebook, Tiktok, Pinterest, Planoly, Youtube and LinkedIn
- BILINGUAL in English, and French (written and spoken) **MANDATORY**;
- BAC or DEC in marketing, business administration, or equivalent;
- Creativity and autonomy
- Ability to film and photograph quality content
- Curiosity for novelties in the digital world
- Knowledge of content platforms (Photoshop, Canva, or others)

About the Brand

Yoga Jeans is a Montreal based premium quality denim brand that provides its customers with comfortable garments sustainably made in the finest materials available across the world. Offered in several fits and washes, Yoga Jeans vast assortment has something for everybody. We believe in spreading good energy and karma in all we do.