Content Creator Millie B.

Part-Time

10-15 hrs/wk. - Remote

The Content Creator's job focuses on increasing brand awareness through the effective use of social media outlets. Some of the requirements for this position include:

Social Media: You will be responsible for regularly creating and posting text, video and images that engage the company's target market while keeping with Millie B.'s voice and aesthetic.

Communication: Great verbal and written communication skills are essential. You must be able to identify social media hashtags or topics and share appropriate content that aligns with the Millie B. brand.

Creativity: Crafting engaging content is an important skill for the Content Creator. You must align content with customer trends and market changes to interest and engage the current audience as well attracting newer followers.

Technology: Computer skills include but are not limited to utilizing all social media platforms to analyze and manage these social media accounts.

Research: Discover new trends to improve engagement of the current audience and increase brand awareness across all platforms.

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Daily Duties:

- Create and organize a weekly and monthly content calendar
- Design and execution of social media campaigns
- Create, schedule, and distribute content on social media and email platforms while maintaining the Millie B.voice
- Create compelling graphics to share across all social channels
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Perform social media marketing research to identify new trends and algorithms
- Assist on influencer campaign strategy
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots

Qualifications:

- Photography and editing skills: Canva, InShot, and Photoshop
- Social media expert: Instagram, Facebook, TikTok, and Pinterest
- Highly organized and self motivator
- Attention to detail
- Great communication skills

Sweet Incentives Available!