



## **E-Commerce & Marketing Assistant**

**Location:** Mi Golondrina, 2727 W Mockingbird Ln, Dallas, TX

**Reports to:** E-Commerce & Marketing Manager

### **The role:**

The E-Commerce & Marketing Assistant will work closely with and report directly to the E-commerce & Marketing Manager. They will be responsible for assisting with the planning, management, and execution of MiGolondrina.com. This role is cross-functional in nature and will require someone to thrive in a collaborative environment with both internal and external partners. A successful candidate will be an individual who is very detail oriented with strong communication skills as well as a resourceful and energetic mindset. This role will also interact closely with inventory management.

### **Job Description:**

- Partner with the Inventory Assistant to:
  - Create products in shopify
  - Re-merchandise collections and categories
  - Ensure returns are being processed and moved to the correct position on the website
- Organize and plan non-product content for the website to better explain our business, artisans and mission
- Coordinate bi-monthly Mujeres features
  - Reach out to Mujeres and secure interviews
  - Schedule photo shoots
  - Prepare decks for final sign off
- Schedule emails through Klaviyo and monitor performance
- Photoshoots
  - Book locations, photographers, models, hair and makeup
- Influencers
  - Send monthly decks to influencers for collection collaboration
  - Prepare influencer agreements
  - Send and invoice product
  - Monitor post and reporting
  - Keep track of expenses

- Instagram
  - Assist with scheduled Instagram posts
- Public Relations
  - Coordinate monthly PR outreach
  - Reach out to publications to secure features
  - Prepare digital PR decks for sign off

The ideal candidate will possess:

- 1-2 years of e-commerce experience
- Bachelor's Degree required
- Knowledgeable in Excel and Adobe Photoshop
- Exceptional ability to prioritize and manage projects
- Motivated self-starter with a deep understanding of the online customers' needs, product, and the competitive landscape
- Must have strong interpersonal and communication skills
- Must be flexible and able to work well in a fast-paced environment
- Analytical capabilities; must be able to make informed decisions based on data
- Highly collaborative with team members and other departments

If this role excites you, please email your resume to [Caity@MiGolondrina.com](mailto:Caity@MiGolondrina.com) with the subject line "E-Commerce & Marketing Assistant"