

Social Media Coordinator

Los Angeles, California

If witty puns fly out of your mouth with wild abandon and you love to spend your free time on Instagram, then the stars have aligned for you.

Lunya serves today's busy and hyper-connected Modern Woman. We strive meet her where she is at with products that move with her seamlessly and content that "gets her". The Social Media Coordinator must understand our brand and know how to connect with our woman all while seeking out ways to strategically grow our following and deeply engage with our core audience.

What you'll do:

- Create a regular publishing schedule that meets the goals of each channel: Instagram, Facebook, Pinterest, etc.
- Closely collaborate with the Brand Communications Manager to create social channel strategy, social content calendar, and set up KPIs.
- Respond to up to 200+ daily social mentions across Instagram and Facebook.
- Track follower growth, engagement, and revenue driven from social channels.
- Coordinate with Creative Team to secure assets as well as develop original content.
- Compiling UGC content from influencers and support overall event and influencer strategy, including product seeding.
- Facilitate media requests and ensure timely delivery of product samples, product imagery, press materials, etc.
- Critically problem-solve common complaints by flagging trends + partnering cross-functionally to recommend + implement preventative measures; proactively create a better guest experience.
- Escalate any serious issues to Customer Service or leadership team.
- Constantly improve the strategy and practice of retaining followers and gaining new ones
- Stay on top of events and culturally relevant moments where new audience can be engaged via social.
- Live Lunya event support, fielding customer engagement, and measuring reach within a 24 hour period.

Who you are:

- Motivated self-starter with a positive can-do attitude
- Detail oriented and appreciative of the Lunya Aesthetic and brand voice
- Experience that provides the required knowledge, skills, and abilities to perform the essential functions of the job
- You love connecting with people and have separation anxiety when you forget your phone

What you'll need:

- 1-3 years of experience working in social media or content creation (social copywriting, etc.) role
- Computer proficient and strong working knowledge of Excel, PowerPoint, Gmail, Google docs.
- Experience in Adobe Photoshop
- Working knowledge of SMM tools
- Bachelor's degree preferred

Who we are:

Lunya sleepwear helps women sleep better and feel confidently comfortable.

Our small-but-mighty team is smart, creative, passionate, and entrepreneurial-minded, who meet the same superior standards we set for our products. We're a young company so nothing is above or below you. Our company culture is special and unique—you'll dig it, we promise. Plus, wouldn't you rather commute to Santa Monica instead of Downtown? Nothing against Downtown, but let's be real...

Please send resume and cover letter to aholzmann@lunya.co and please include:

- A brand you think has a great social strategy and why
- Why you are interested in joining Lunya
- Brands that you feel are socially aligned with Lunya's core audience