

Social Media Specialist, Christina Karin Headquarters, Chicago, IL

We are seeking a highly motivated, enthusiastic team member to join the Christina Karin Chicago-based team. You are continuously seeking to learn and have a genuine passion for all things consumer facing; you love people (dogs & children), fashion, and staying in the know with the latest. You are hyper detail oriented and independent. You aim to lift up those around you and won't stop until the job is done right.

The primary role is to support, optimize and grow our social platforms. This role is a dynamic fast paced position that relies on strong communication skills, analytical ability, excellent judgement and creativity as well as a keen understanding for the Christina Karin brand.

This is an incredible opportunity for someone who wants to eventually work in a high powered marketing and PR role.

For the right candidate this can turn into a full time seat after 90 days of employment. We are seeking only highly motivated talent that want to learn how a design / retailer is run from the bottom up / top down!

Responsibilities:

- Manage and work closely with the Founder for all brand channels including Instagram, Facebook, Youtube, Pinterest, TikTok, and Clubhouse.
- Help assist the team regularly to DM requests and comments and creative content generation.
- Work closely with the Founder and creative team on posting stories, filming content, writing captions, executing blog posts, and developing personal partnership content
- Help plan the creative strategy to align with release schedule
- Respond to all customer inquiries across platforms in a timely and thoughtful manner
- Works diligently with the social insights tools to keep a close eye on performance and optimization - what is working and what is not.
- Perform market research to understand customers and to identify new trends, new technologies such as Instagram Reels, TikTok and Clubhouse
- Provides copyrighting support to team for content generation.
- Helps gain insight into revenue drivers, ROI and key trends

Qualifications:

- Bachelors Degree and/or strong prior experience
- Graphic design experience a plus
- High proficiency with all technology platforms
- Proficiency in Illustrator and Photoshop is required
- 0-2 years' experience in community management/social media
- Strong listening, written and oral communication skills
- Self-motivated and organized
- Ability to thrive in fast paced and high intensity environment
- Must be consumer-obsessed, and love social media (and start up environments) and have strong knowledge of its ins-and-outs of social media
- Passion for the fashion industry
- Highly detail oriented

Benefits & Perks

- Competitive hourly pay
- Generous clothing stipend
- Lunch Fridays
- Exciting team environment: happy hours, wellness days, museum trips, and summer week day PTO days
- Bonus structures

Pls apply by sending a cover letter and resume to info@christinakarin.com

Any relevant work info should be linked as well