



• **Content Creator and Marketing Specialist**

As a Content Creator and Marketing Specialist at Billie Wonder, you will play a pivotal role in amplifying our mission through strategic and engaging online presence. From creating compelling content for various platforms to implementing marketing campaigns, your work will contribute to the growth and sustainability of our brand. You'll work closely with our Chief Inspiration Officer and other team members and freelancers supporting our journey.

Key Responsibilities:

- Generate, edit, publish, and share engaging content (e.g., original text, photos, videos, and newsletter) on Instagram, TikTok, Pinterest and LinkedIn
- Monitor SEO and web traffic metrics, defining and tracking important social media KPIs
- Utilise social media marketing tools such as Canva, Klaviyo and others to enhance content creation and distribution
- Collaborate with copywriters and content creators to ensure informative and appealing content aligned with our brand values
- Actively engage with followers, respond to queries in a timely manner, and monitor customer engagement
- Stay up-to-date of current technologies and trends in social media, design tools, and applications
- Contribute to the development and execution of marketing campaigns
- Assist in formulating and implementing our overall marketing strategy
- Coordinate and organise events, including support in fairs and other organisational efforts

Who are you?

- You show ownership, innovation, and a progressive mindset
- Proactive with excellent organisational skills
- A solution-oriented thinker with a can-do mentality and a penchant for thinking outside the box
- Affinity with social media and a keen interest in marketing sustainable products
- Comfortable working both independently and as part of a collaborative team
- Experienced with agile way of working and project management tools e.g. ClickUp, Jira

Qualifications:

- Social media and marketing experience
- Education in media, business, marketing, fashion management, public relations, or a related field
- Excellent copywriting skills
- Ability to deliver creative content (text, image, and video) skills to create video content
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media best practices
- Strong computer skills using Microsoft Office and G-Suite
- Simultaneously work toward many company initiatives and KPIs at once
- Knowledge of Photoshop and Adobe Suite is a plus
- Knowledge of online marketing channels
- Excellent communication skills in English (Dutch is a plus)
- Analytical and multitasking skills
- Ability to work individually on own initiative and as part of a team
- Proactive with excellent organisational skills

What We Offer:

- Amsterdam city centre based office
- Your chance to make an impact on the company from day 1
- A super flat organisation, where together we'll decide the future of Billie Wonder
- A can-do mentality
- Hybrid working options
- Compensation to be determined based on experience and qualifications

How to apply?

Please submit your CV, motivation letter and portfolio of your social media and marketing experience to sara@billiewonder.com

Application deadline: December 17, 2023

The logo for Billie Wonder, featuring a stylized white 'B' icon followed by the text 'Billie Wonder.' in a white, sans-serif font. The background of the entire page is a photograph of a baby lying on a red surface, wearing a white diaper, with a hand visible on the right side holding the baby's hand.

**Billie
Wonder.**