

About Us

Founded in 2009. Örling & Wu is a lifestyle retailer of contemporary household goods for everyday living. We believe good design should always be relevant, simple and reliable. Our modest two retail locations offer select goods from coveted producers from all over the world. We believe good design should always be relevant, simple and reliable. The business is built on strong working relationships with people who are passionate, and products that are proven dependable, well made and accessible to the discerning clientele.

THE OPPORTUNITY

As the Social Media Manager you will work with the Brand Manager and Co-founder to oversee optimization and development of channels (including but not limited to: Instagram & Facebook) with high-impact, strategically positioned social content with a focus on brand engagement, audience development and discovery. This is an opportunity to help take Örling & Wu and its sister brand Sömn's social media strategies to the next level by ensuring our brand identity comes to life through our content and community.

As a key member of the Marketing team, you will make an impact at Örling & Wu by:

- Collaborating with buying, marketing and the store team.
- Supporting development and execution of cross-channel content strategy
- Optimizing reporting and measuring impact of day-to-day strategy
- Owning and developing regular reporting on social media trends and opportunities

THE IDEAL CANDIDATE

This is an ideal opportunity for someone who excels in a fast-paced, test-and-learn environment, is on Instagram before getting out of bed in the morning, and not afraid to learn everything about the Örling & Wu brand. This person must be someone who gets it when it comes to social and is eager to develop our channels through engagement, discovery and storytelling.

In addition, you have:

- Minimum 2 years in brand or social media marketing
- Strong sense of style, taste and talent to understand and adopt design, interiors, trends and aesthetic fundamentals in innovative ways to propel Örling & Wu brand.
- Project management (time management, coordination, planning) with the ability to deliver results while managing multiple priorities