



SEP Digital Content Creator & Communications Manager - MILANO

Job Description

Role:

The Digital Communications Manager is in charge of

- Work closely with our CEO to help elevate and evolve the brand aesthetic while supporting the overall brand direction.
- Digital content production and postproduction: planning and execution of photoshoots (min 4 shoots per year), creation of photo and video content for organic and paid comms, using new as well as archive photo and video materials, in line with Brand guidelines and tone of voice.
- Instagram, Facebook, Tiktok: management of editorial plans (planning as well as implementation) and community management.
- Influencers: select influencers who can have a positive impact on the brand and coordinate content creation with them.
- Website: active management of messaging (seasonal, events, etc), homepage and product page images, content, banners, merchandising by category and constant monitoring and optimisation of website user experience.
- Build newsletters (at least once per month).
- Create lookbooks, in -store magazines and gift guides.
- Back-up to the Store Manager: the workplace is the SEP Store, Via dell'Unione 7, which allows for back-up activities working as a team with the Store Manager.
- Organises events and workshops as pre-agreed with management in Geneva, to drive traffic and develop loyalty at the Milan store.
- Product Development: supports the team in Geneva on product development via sketches, fabric searches, sample developments, if experience and background is relevant in this area.
- Develops showroom, space design and other brand relevant concepts: plans the look and feel of pop-ups taking care of every aspect of the branding, sourcing of materials and implementation.
- Liaises with the CEO and team in Geneva on a daily basis.
- Liaises content production with the paid ads team, by delivering promptly the content they request.

This is not a complete list, but it provides a good picture of the job position.

Profile:

Experience in the Fashion Comms sector is ideal.

Passionate about fashion as well as social impact.

Fluent Italian and English.

Strong personal, IT and organisational skills.

Ability to meet deadlines and work in a fast paced environment
Positive, flexible and open-minded, a true team player
Strong communication skills in English (verbal and written)

Skills required:

Shopify: proficiency

Canva: proficiency

Hotjar: proficiency

Adobe Suite: proficiency

GoogleAds and MetaAds: basic knowledge

Great organisational skills, precision, accuracy, patience, entrepreneurial spirit, honesty, quick response time, problem-solving attitude, passion for the cause of the refugees he/she will represent.

Contract:

Full time contract with min three months trial.

Package:

Salary, holidays, working hours will be aligned with Italian regulations and market practice relative to the role and seniority.

Timeframe:

Start of the position: **September 2022**; our Digital Communications Manager is a team player and is keen to be a key part in the development of a fast growing start-up company into a large size company and has a multi-year timeframe.