

# **Social Media and Brand Awareness Hero**

## **November Rain - Rain Ponchos**

### **Introduction:**

November Rain is an exciting new rainwear brand targeting female audiences 22-35, living in both rural and urban communities. The brand is stylish and fashionable, and the high-quality production and manufacturing of the garments use eco-friendly waterless printing methods with zero heavy metal bases. Our brand celebrates cultural and ethnic diversity, and part of the brand's philosophy is to use models and spokespeople from various cultural and ethnic backgrounds.

November Rain will sow a percentage of all global sales from the previous financial quarter, into water-based projects in 3rd world countries. Our first project is a \$2000 USD hydroponic vegetable growing system for an orphanage in N.E. Thailand, with construction due to commence November 15th, 2016.

The successful person will have an understanding of mission based projects in 3rd world countries as well as an understanding of current trends among Millennials who lead a healthy active lifestyle.

### **Main Duties:**

- Oversee design and content of major social media platforms including but not limited to: Facebook, Instagram, Twitter, You-Tube and email campaigns, ensuring consistency of messages across multiple networks.
- Oversee, curate, and manage all published content (images, video and written).
- Curate relevant content to reach November Rain's ideal customers.
- Set up a social media management schedule and push consistent content throughout all social networks
- Map out marketing strategy and calendar with online activity and review on a regular basis with the owner.
- Develop and expand community cross-promotion efforts.
- Design, create and manage promotions and Social ad campaigns, including but not limited to: Adwords, Adroll retargeting, special offers, new product launches and competitions. (Marketing campaigns must be within budget so less weight on PPC campaigns)
- Compile reports on such campaigns for owner showing results (ROI).
- Develop a strategy and implement a proactive process for capturing online customer reviews. Monitor online ratings and respond accordingly.
- Review analytics and implement essential tracking throughout the site. Create goal tracking through Google Analytics.
- Analyse, review, and report on the effectiveness of campaigns to maximise results and improve key performance metrics (click, search, convert).

## **Duties *may* also include the following:**

- Monitor, listen and respond to users in a “Social” way while cultivating leads and sales. Become an advocate for the business in Social Media spaces, engaging in dialogues and answering questions where appropriate.

## **Knowledge and Skills**

### ***Knowledge and Experience:***

- 5+ years of demonstrable social networking experience in the business sector
- Strong knowledge of online marketing best practices.
- Experienced in the development and implementation of media planning
- Experience with online branding, media and campaign management
- Knowledge of analytics and web strategy execution
- Knowledge and a passion for fashion, health and lifestyle
- Experience with projects or travelling in 3rd world countries (eg backpacking) desirable

### ***Skills:***

- Skilled in all programs required to complete the tasks listed above in “Main Duties” and a willingness and ability to research and learn new programs when and if required.
- Display a strong creative ability.
- Possess excellent verbal and written communication skills (including proofreading)
- Proficient in English including the meaning and spelling of words and grammar.
- Customer Service skills, both written and verbal.
- The ability to follow detailed instructions and to be able to work alone.

Desirable: a degree in communications, marketing or a related field

## **Hourly Rate, Hours and Location**

The hourly rate is scaled according to experience and will be determined on a case by case basis. This is a part-time casual or contractual position, moving into full-time once the successful candidate has proven their ability.

This position is location-independent however we prefer someone in either North America or the United Kingdom. The successful person is expected to provide their computer and mobile device, however, accounts for the various platforms required will be provided (i.e., Adwords, analytics, campaign monitor, canva, Shutterstock, etc., etc.)

## **Contact**

Please send resume and covering letter to Belinda Coker - [jobs@novemberrain.co](mailto:jobs@novemberrain.co).  
Closes November 21, 2016