

**HEYDAY**

ROLE & RESPONSIBILITY

## Community Marketing Specialist

Heyday is seeking a Community Marketing Specialist that will help oversee local community initiatives, brand partnerships, and on-the-ground execution of events. The Community Marketing specialist will work closely with our Leadership Team to strategize, execute, and evolve marketing initiatives, supporting the brand vision and market growth. Our ideal candidate is personable, high-performing, solutions-oriented, and detail-oriented, maintaining Heyday's brand voice and values throughout all campaigns and initiatives. We're looking for a standout relationship builder and self-starter with a desire to do things differently and collaborate with the intention of evolving strategies when needed.

### **About Heyday**

*We are expert skincare with a human touch. We started Heyday to personalize skincare to create positive change in people's lives – for both our teams and our clients. We're all about helping people feel great in the moment and empowering them to continue that journey on their own. Heyday means the period of your greatest strength, vigor, or success – your prime. We believe everyday should be your Heyday. We just happen to start with skin.*

*Heyday is headquartered in Soho, New York, with 5 retail locations across Manhattan and 1 in Los Angeles. This is an exciting opportunity to join a small, collaborative team and have a direct impact on our fast-growing business. This position will be an integral part of the organization. The candidate must have commitment and passion for the mission of Heyday to be a catalyst for people to look and feel their best. You are a magic maker who sees possibility and turns dreams into reality.*

### **Key Responsibilities**

The Community Marketing Specialist will:

- **Oversee and assist with marketing, communications, social media execution and events specific to Heyday Skincare's Los Angeles location(s), under the direction of Area Manager.**
  - Work alongside Area Manager and Support Team to develop marketing strategies that support company's collective goals for growth.
  - Cultivate key relationships with community leaders & influencers.
  - Identify partnership opportunities with like minded brands that support marketing initiatives.
  - Build new partnerships with the wider skincare and health and wellness community including member discounts, product partnerships and cross-content promotions and act as an ambassador for the Company.
  - Assist in growing brand awareness of the Company

Expert skincare with a human touch

[heyday skincare.com](http://heyday skincare.com) @heyday skincare

New York • NoMad • Tribeca • Upper East Side • Upper West Side • Noho • Los Angeles

- **Plan, execute, and oversee events such as: offsite pop up experiences and in-shop private & consumer events.**
  - Build strategy and oversee execution for community events including group outings, coaching classes, speaker series and more. ☒
  - Oversee outreach to event partners in Los Angeles and manage relationships.
  - Assist in and oversee the design and production of collateral for events.
  - Manage paid media budget for events ☒
  - Keep company event calendar and events page on website up to date. ☒
  - Notify team of upcoming events, work with Shop Managers to assign staff to events, and delegate tasks to team members for event management. ☒. ☒
- **Track all growth metrics in relation to goals and prepare reports to share with Support Team.**
  - Evaluate each event for return on investment of time and money using agreed upon metrics. ☒
  - Evaluate success of events strategy on a weekly and monthly basis as measured by follower growth, newsletter subscriber growth and sales conversions (appointments, product and membership). ☒

### **Qualifications**

- Bachelor's degree from an accredited four-year college
- 2-3 years' experience in wellness/community/event marketing
- Experience with graphic design, digital marketing, photography, and/or social media a plus
- Event production experience a plus
- Excellent written and verbal communication skills
- Ability to work non-traditional hours as needed, including weekends and occasional holidays
- Passion for wellness and the pursuit of self-excellence