



Social Media Community Builder – Contract

Location: Toronto, Canada office and/or work from home anywhere in the world

www.henkaa.com

Henkaa means "change" in Japanese and that's what we specialize in - convertible dresses and multi-functional accessories that can be twisted, tied and styled in endless ways to foster individual diversity, while simultaneously providing a uniform aesthetic that brings groups of women together to celebrate sisterhood and life's milestones. Women come in all different shapes, sizes and body types and Henkaa is the "one dress, many style, anti-fast-fashion answer to the "what to wear" question for any occasion or stage on a woman's journey.

We're a small but incredibly resourceful team that is on the hunt for someone who knows how to bring a brand to life by infusing it with personality and soul in our digital presence to drive results and growth. If you're as passionate about empowering women, doing more with less, being creative and embracing change as much as we are and can effectively spread the love of Henkaa from the digital and social media rooftops, then join us for the ride as our Social Media Community Builder. Leading a tribe, creating a movement, nurturing relationships and developing authentic engagement are second nature to you.

What will you do?

- Weave the characteristics and personality of our newly revamped brand into the fabric of Henkaa's being - everywhere!
- Develop, curate and create content to share, engage and grow our following and engagement on effective visual based social media and online platforms
- Be the voice of Henkaa - speak from a place of love and authenticity to develop and nurture meaningful relationships on and offline
- Test, tweak, experiment, iterate and hack away in your endless pursuit of growth, measurable KPIs and constant improvement - "post and pray" is not in your DNA

Who are you?

- A daughter, a sister, a wife, a mom - all of the above preferred or you can step into the character of Henkaa's target customer and communicate compellingly with empathy, understanding and compassion
- A proven expert growing a high engagement community / database
- A natural at incorporating trends, news and current events into our brand voice, especially in relation to feminism, community, sustainability, family/relationships/motherhood, minimalism and fashion
- A smart, tech-savvy fast learner who is strategic and intentional on making social media work to a brand's advantage (deep experience with Pinterest, Instagram and YouTube for business preferred)
- A flexible and adaptable can-do attitude that will do what it takes, when it takes, to do a great job - this is not a typical clock in-clock out 9-5 role!
- A creative storyteller - you create masterpieces with words and visuals - connecting with people is your art.

To apply, review the below Request for Quote and submit the following to hr@henkaa.com: Resume or digital portfolio outlining your social media presence and a quote on time required, hourly rate, cost per

article, etc. to provide a breakdown to come up with a total monthly retainer fee. We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.

Social Media Community Builder – Request For Quote (RFQ)

Provide social media community building /management for Henkaa’s online properties in order to grow our community, develop leads and foster authentic engagement with prospective, new and existing customers. Please review our current social media and online properties and the guide of deliverables below as a baseline to assist in quoting. Keep in mind we are looking to integrate the rebrand, strengthen our voice, improve engagement, and grow, so what you see now is status quo. Your challenge is to do better and take the Henkaa brand to the next level.

Task	Frequency/Deliverables	Purpose	Time Required
Content Calendar	• Provide feedback and input into the Content Calendar to ensure we are on brand and posting relevant and engaging content especially in relation to feminism, community, sustainability, minimalism and fashion	An overview of the focus of the month. Eg. themes, promos, etc.	
Instagram	• At least 1 post every day of the week • At least 2 originally created content per week (ie. photo or quick video or instastory)	Create brand awareness	
Pinterest	• 5 to 10 pins/repins every day of the week • At least 1 originally created pin post per week	Create brand awareness	
Facebook	• 3 posts a week • 1 auto-post from Instagram • 1 lifestyle photo for styling inspiration • 1 piece of content	Create brand awareness and engage warm leads	
Emails	• 1 email a week (Saturday morning) • Content must be provided for all emails • If the email is being segmented into Canada/US/GTA it will require more time	Move customers down the funnel towards a purchase	
Evergreen Content	• 2 new blogs or articles per month	Used for emails, blogs, etc.	

Assets provided:

- Access to digital drive with all of Henkaa’s creative assets
- Access to new creative assets created in the future
- Blog content to share on a weekly basis

Service Level Agreement

All posts will be scheduled to post automatically during the week (see example [Content Calendar](#) here). Audience comments on all social channels will be responded to within a 24 hour timeframe. Inquires such as Facebook messages, Instagram direct messages, Pinterest messages, and Twitter messages to be monitored in-house by Henkaa’s Customer Experience Team.