



POSITION

We are seeking a dynamic Marketing Specialist guru who will be responsible for the daily and overall marketing plan and its execution. You will work closely as part of a small team, to plan and deliver a marketing strategy that emulates the feeling of the brand in order to take the company to the next success level.

Position Type ~ Casual, ongoing

Start date ~ Immediate start

Pay Rate ~ Based on relevant experience

Expected Hours ~ Up to 24 hours per week

Location ~ Broome WA

RESPONSIBILITIES

BRAND AWARENESS AND MARKETING

- Assist in managing a marketing strategy and calendar within budget
- Develop and deliver an on brand EDM strategy
- Set-up marketing automations such as Welcome emails, abandoned carts and other notifications
- Plan out a strategic approach to improving the brand's online visibility within a budget, using SEO's and SEM's
- Increase our customer base, engagement and sales through various marketing strategies including, but not limited to, sponsored ads, retargeting etc

SOCIAL MEDIA

- Support in the development and execution of the content calendar for social media including planning, posting and aligning with campaigns and EDM's
- Plan and create in-store social content shoots
- Proactively seek new ideas around content and plan new ways to engage with our followers

- Support the development of an influencer strategy
- Stay up-to-date with the latest trends in social media deliverance

WEBSITE

- Assist in website design and development to align with the tone of the brand
- Assist in content writing for the website, social media and email marketing
- Assist in photoshoots
- Homepages

REPORTING

Report on ROI for any marketing strategies executed

Monitor analytics across the website, socials and marketing campaigns and make recommendations on how improvements can be made.

ABOUT YOU

You will be able to work independently and within a small team. You will be an excellent communicator and an ideas person with a strong skill set to add value to the company and propel it forward into the next shiny level.

- A goal-oriented person who gets excited to get things done
- High level of accuracy and attention to detail.
- High level of communication, both written and verbal
- Previous experience in a similar position ideally within a fashion/lifestyle brand
- Strong organisation and effective time management skills
- A positive attitude and an ability to think creatively outside of the box
- An eye for beauty and design in line with the brand
- Mailchimp, Canva, Shopify expertise
- Social media expertise

BENEFITS

Broome location

Growth for the position to become full-time

Flexibility with hours

Generous discount on products

An authentic company culture

HOW TO APPLY

To apply, please email your resume to moni@unfurlclothing.com.au, together with a covering letter outlining why you would be the perfect fit for Unfurl.

Here at Unfurl, we are committed to creating a strong and empowered culture for the benefit of you and the success of the brand. We stand for beauty, empowerment, integrity and femininity.