



BYBI

**BYB BEAUTY
SOCIAL MEDIA EXECUTIVE**

Role Overview

We're looking for a smart, energetic, creative Social Media Executive to join our small but rapidly growing team and spearhead BYBI's presence across all social platforms.

The Social Media Executive will be responsible for projecting the BYBI brand to the world and for creating and curating disruptive, dynamic, fun content that cuts through the noise in the crowded beauty space.

Responsibilities

- Head up all social channels for BYBI Beauty, scheduling and creating channel-specific content and updating Instagram, Instagram Stories, Facebook, Pinterest and Twitter with relevant content on a daily basis.
- Execute all aspects of organic social content; utilising both our in-house designer and UGC but also being comfortable with asset creation where relevant.
- Shoot and edit content for all social media channels where necessary.
- Write first draft copy across all social platforms, effectively encompassing the BYBI tone of voice and adopting a style that resonates with the BYBI customer.
- Effectively use social planning tools to ensure all content is planned well in advance and pushed out on time.
- Monitor all social metrics and sharing analytics; providing commentary on failures, success and learnings to the marketing team and making strategic recommendations off the back of these metrics.
- Work closely with the marketing team and founders across all marketing strategy planning, understanding social's role within this and wider business goals.
- Proactively testing new ideas and reporting on their performance.
- Bolstering our existing social media strategy, guiding on timing, frequency and types of social posts.
- Be a BYBI brand guardian in charge of bringing our brand positioning to life via engaging consistent visuals and TOV.
- Navigating and monitoring our competitors, and social media D2C landscape, to inform our strategy and content creation.
- Identifying, planning and managing regular brand and influencer collaborations that are activated via social media.

Qualifications

- At least 1-3 years experience within a social media role within a consumer brand.
- Experience using social media scheduling software is a must.
- A solid understanding of all social media from both a paid and organic standpoint.
- A real creative flair, strong awareness around aesthetics with an astute eye for design.
- Experience in writing copy for social platforms.
- Proficiency in image and video editing software such as PhotoShop and Premiere Pro are a huge bonus.
- Photography skills would also be a plus.
- Ability to work autonomously within a fast-paced startup environment and deal with quick changes and occasional ambiguity, sometimes working outside of your day-to-day job description.
- Strong attention to detail and organisation skills.
- Highly collaborative and willing/flexible to jump in on other parts of the business at times. We're a startup and so you'll never be bound by your job description.
- The drive, ambition and hunger to take on a challenging role in an exciting environment.
- A love for all things beauty.

About Us

BYBI are on a mission to make natural, eco-friendly and high-performance beauty accessible to the masses. We're committed to creating high performance, effective skincare products that promote healthy, happy skin. We believe in transparency, because everyone deserves to know what's in their beauty products, and innovation, because natural doesn't have to mean basic.

We're building a high-growth, dynamic and ambitious team of great people who are just as passionate about great skincare as they are the planet we live on.

BYBI stands for By Beauty Insiders. Founded by Elsie & Dominika, the duo behind natural beauty blog Clean Beauty Insiders, in 2017, we are beauty bloggers, formulators and consumers and create products based on what we want and what we know doesn't yet exist.