

Digital Marketing And Social Media Manager Www Gussydup Com

Gussy Dup • Melbourne VIC 3004



Base pay

\$90,000 - \$90,000



Work type

Part Time



Contract type

Not provided

Job details



Date posted

05 Jun 2021



Expired On

08 Jul 2021



Category

Marketing & Advertising



Occupation

Digital Search Marketing



Base pay

\$90,000 - \$90,000



Work type

Part Time



Job mode

Permanent

Full job description

Digital Marketing and Social Media Manager (www.gussydup.com) - Part-time Gussy Dup * Date Listed: 2021-06-03 * Location: Richmond VIC, Australia melbourne 3121 * Salary: Not specified * Industry: Retail * Position: Department Manager * Work Type: Part Time Work We are an innovative, creative, small eCommerce business looking for a positive, ambitious person with strong work ethic to take the lead on all things social media and marketing. This role will work in collaboration with, and report directly to the business founder. This role will work in collaboration with, and report directly to the business founder. This role creates a truly rare opportunity to get involved in an exciting new business at an early stage, with potential to make the role your own and work in a genuinely flexible way. This role is part-time, 20 hours per week (0.5 FTE) that can be worked over 3, 4 or 5 days partly onsite in Richmond and partly remotely. Days are flexible. Salary offered is 0.5 of super-inclusive FTE salary of \$90,000, and it may be either an employment or contracting role. This role is not for you (and please do not apply) unless: * You live in greater Melbourne * You are legally able to be employed in Australia * You have at least 2 years experience in a similar role for an online retailer * You have a university qualification in an area relevant to the role (such as communications or marketing) Candidates who do not meet all of these criteria will not be considered. Key Responsibilities * Developing and managing the marketing calendar * Managing and scheduling content across all social media platforms (Instagram, Pinterest, Facebook) with the ability to create engaging content * Staying up-to-date with changes to social media platforms and devising new content strategies designed to maximise reach and engagement * Managing Facebook, Google and Pinterest ads * Basic graphic design tasks using Canva for eDMs, eBooks and social media * Updating website content, particularly new products and product descriptions and imagery (Shopify) * Working with influencers/collaborators to create new content and campaigns * Devising and executing collaboration opportunities * Collaborating with team to create engaging, creative photoshoots * Reporting on Marketing and social media results and developing improvements * Using Seguno to create

customised campaigns; and analysis and reporting of campaigns * Basic Photoshop work resizing, retouching or recolouring images * Occasional order fulfilment * Occasional assistance with other aspects of running a small business Skills and Experience required * University qualification in a relevant area (communications or marketing) * At least 2 years experience working for an online retailer in a similar role * Experience creating content and managing social media platforms * Engaging copywriting and storytelling skills * Adobe Photoshop skills * Basic SEO skills and understanding * Google Analytics review and analysis * Passionate about art and design To apply To apply, you will be required to submit: * a covering letter * your CV * some recent examples of content youve created/written Short-listed candidates will be asked to complete an enneagram test (at the cost of Gussy Dup):

<https://www.integrative9.com/> Applications for this role close at 5pm on Friday

11 June 2021 Gussy Dup Retail / Richmond * Date Listed: 03.06.2021 *

Location: Richmond VIC, Australia * Salary: Not specified * Industry: Retail *

Position: Department Manager * Work Type: Part Time Work