

<b>ROLE PROFILE</b>
Role title: Social Media Assistant Supported by: Content, Community and Social Media Manager

<b>ESSENTIAL DUTIES AND JOB RESPONSIBILITIES</b>
<b>SOCIAL</b> <ul style="list-style-type: none"><li>- Assist in the day-to-day running of all social media channels.</li><li>- Assist with logistic of all social media shoots planning and creative.</li><li>- Support with team administration duties.</li></ul>
<b>CREATIVE</b> <ul style="list-style-type: none"><li>- Assist with all digital campaigns to generate interaction, brand exposure, and generate sales.</li><li>- Support with research of concepts and production of all social media content including photo shoots, video shoots and events.</li><li>- Sourcing on-brand imagery for use across content channels, securing appropriate usage rights.</li><li>- Engaging with the Sophia Webster audience.</li><li>- Support in-house Graphics team to create engaging imagery, multimedia content.</li></ul>
<b>COMMERCIAL</b> <ul style="list-style-type: none"><li>- Research and implement new platforms and tools to drive digital innovation, meet business needs, improve efficiencies, reach new audiences/markets and measure success.</li><li>- Support wholesale team to maintain relationships with partners through coordinating in-house imagery folders</li><li>- Support ecomm on weekly updates</li></ul>
<b>MARKETING</b> <ul style="list-style-type: none"><li>- Assist with implementing Sophia Webster’s global social media strategy across multiple markets and multiple platforms</li><li>- Work in conjunction with the team to implement the communications and content calendar, influencer outreach and ongoing engagement</li><li>- Support with all events from conception to completion, and any administration involved</li><li>- Liaise with external PR agencies on product placements, communicating celebrity celebrity wears to the Social Team in a prompt and efficient manner</li></ul>

<b>PRINCIPAL SKILLS, KNOWLEDGE, AND PERSONAL ATTRIBUTES REQUIRED</b>
You Have: <ul style="list-style-type: none"><li>- Passionate about luxury fashion sector</li><li>- Excellent copy writing skills</li><li>- Expert understanding of all social platforms</li><li>- Proven results of engagement and driving traffic through social activations</li><li>- Adobe Suite proficiency</li><li>- Experience creating graphics for social platforms</li><li>- Experience editing photography and videography to a high standard</li><li>- Passion for innovation and creativity</li><li>- Proactive with ability to prioritise workload and work at a fast pace</li></ul>

**WORKING AT SOPHIA WEBSTER**

We have set a high bar to create the current Sophia Webster team. We are looking for talented, hardworking and capable people with the right values, who want to do their best work with us.

We offer in return:

- Great learning opportunities;
- Strong career progression;
- Flexible working;
- Fair and competitive salaries;
- Generous product allowance;
- 25 days holiday plus bank holidays.

Agency?

Please note that we have our own in-house recruitment marketing and search functions and will not accept any third party CV's/Applications from anyone unless invited to do so.