

west elm

Position: Social Media Specialist
Location: Store

Reports To: General Manager
Type: Full-Time/Casual, Non-Exempt

discover your purpose...

Build brand awareness & connect with customers by curating social media content for your local west elm store. Engage in online conversations & partner with store management to drive conversations, answer customer service inquiries, product knowledge questions & promote events. Develop an audience of locals in the community who love the Brand & are passionate about engaging via all social media channels to learn about the latest product offerings, promotions & events.

who we are...

- Our mission is to offer choice in products & services, build community through connections with clients & collaborators & focus on honest business practices in everything we do, from supply chain transparency to sustainability.

who you are...

- Photographer with a keen eye & a passion for connecting with our customers
- Self-starter who thinks on your feet to solve problems & dive into creative solutions
- Posses a can-do attitude & ability to multi-task, while managing your own time with limited direction
- Thrive in an entrepreneurial environment & are consistently looking for ways to think outside-the-box
- Proven success & experience with lifestyle photography or lifestyle blogging
- Strategic thinker, keeping in mind that you are always representing the Brand on all social media platforms
- Keep your finger on the pulse of design trends both globally & in your local community
- Know how to engage with your customers in order to understand their personal style
- Love using creative & innovative approaches to social media strategies

at west elm, you will...

- Function as the voice & online image of the retail store, appropriately sharing the Brand message with customers on all social media platforms (Facebook, Instagram, Pinterest)
- Build an online community for the store, curate content & maintain platforms daily
- Inspire, inform & engage with customers to promote in-store events, product offerings & promotions
- Maintain weekly engagement rate aligned with our Brand standards for social media
- Interact with community of followers & influencers, join the conversations around your community & store, & contribute helpful information & address comments
- Ensure consistency across all social media channels for the store
- Promote in-store events, feature west elm LOCAL partnerships & pop-up shops & share product images
- Contribute to Brand mission of inspiring, informing & engaging
- Be held accountable for the following brand competencies: operates with strategic agility, drives innovation & change, provides influential leadership, communicates effectively, develops self & others, creates teams & partnerships, focuses on the customer, builds operational excellence and drives execution

what we're looking for...

- 1-2 years of prior lifestyle blogging, photography, design or social media experience required
- Experience representing a brand or entity on various social media platforms, including but not limited to Instagram, Facebook & Pinterest accounts
- Excellent written & verbal communication skills with an unmatched attention to detail
- Familiarity with online Brand marketing & social media best practices
- Ability to articulate proven success & metrics related to experience with social online engagement (clicks, likes, re-tweets, reposts, etc.)
- Demonstrated ability to create professional, compelling content through photographs & text
- Strong knowledge of social networking channels, online trends & the local community
- Must be able to be mobile on the sales floor for extended periods of time

bring your resume to life...

- Does this sound like you? If so, please submit your resume, cover letter & any additional materials that will give us a peek into your personal style at home or social media campaigns that are in your portfolio (ie: Pinterest boards, Instagram, portfolio, website, lifestyle blog, etc).