

Associate Community Manager

Reports to:	Sr. Brand Manager
Status:	Full-Time, Regular
Exempt/Non-exempt:	Exempt, salaried
Profit-Sharing Pool:	Eligible
Location:	San Francisco, CA

Position Overview

The Associate Community Manager is responsible for building Coyuchi's social, trade and influencer channels. S/he expresses more than just our products, brand or values – s/he will lead a movement towards a more natural style of living. S/he will drive brand awareness through management of social media and blogger/influencer programs, and contribute to new customer acquisition through ownership of collaborations (giveaways and content). S/he will work with cross-functional partners as well as contractors and collaborative partners to manage PR, collaborations, and campaigns across all channels and touch points.

Primary Responsibilities:

Social + Community Management

- Draft, schedule and report on efforts across all social channels
- Identify influencers, connect and leverage relationships
- Build brand ambassadors through lifestyle influencers, designer partners and events
- Work with like-minded brands to collaborate and cross-market to new audiences

PR Coordination

- Work with PR team to ensure consistent brand marketing push
- Share PR efforts across channels, leverage hits
- Identify key stories, collect and send information/imagery/samples to support PR efforts

Event Management

- Work with Marketing and Wholesale teams to create seasonal event calendar
- Strategize partnerships with like-minded companies to build events and traffic
- Showroom + designer events, pop-up management

General Skills

- Excellent project management skills
- Exceptionally strong and current knowledge of cutting-edge social media strategies
- Passion for expressing brands and exploring opportunities to drive brand awareness
- Organized and detail-oriented; able to manage multiple priorities, projects and deadlines simultaneously while keeping the big picture in mind
- A self-starter with strong interpersonal & leadership skills; team player with the ability to influence and inspire others throughout the organization
- Creative thinker with the ability to identify and solve problems, often collaborating with people from several different departments
- Understanding of design and aesthetics; ability to communicate a premium brand through a sophisticated experience
- Ability to analyze data and develop fact-based recommendations to drive marketing decision-making

Education and experience

- Proven track record of driving qualified traffic using editorial content and marketing campaigns
- Strong understanding of premium retail brand
- 2+ years in managing social for an up and coming brand
- 2+ years experience in marketing and project management
- 1+ years of hands-on experience building an up-and-coming brand
- 1+ years experience producing social media content, email copy and other collateral copy
- Bonus: interest in sustainable practices and/or home goods
- BA/BS degree

To apply, please send cover letter and resume to molly@coyuchi.com