



## **Social Media Community Coordinator**

### **Summary**

This integral role will be responsible for assisting the Social Media, Content, & Influencer team by building an active, enthusiastic fan base on all social accounts through community engagement. The candidate should have brand account management experience on Instagram, and be fully immersed on TikTok – constantly on top of trends across content & creators. The ideal candidate will have a keen sensibility for brand aesthetic, graphic design skills to develop ad-hoc support content, and excellent communication skills – with a positive, can-do attitude.

### **Description**

#### **Community Engagement:**

- Moderate daily posts (DMs, comments, mentions, and stories); engage with fans and followers in Bliss brand voice; respond to inbound messages in a timely manner
- Maintain a consistent response rate when answering customer questions, engaging with positive customer experiences, and routing customer support queries for internal review
- Monitor social conversation, interact, and engage with customers through social media channels, and respond on behalf of the brand
- Flexible and willing to respond and interact with the Bliss community outside of traditional business hours

#### **Social Content Creation Support:**

- As needed, help create and manage social-first content that is compelling, original, and platform-specific
- Activate new platform features (i.e. IG Reels, IG / TT Live, etc.)
- Contribute to the planning (social calendar), execution, monitoring, and reporting of brand's Instagram & TikTok; track coverage and help create social media recaps and reports
- Assist with competitor and influencer research for presentations, storyboards, shoots, etc.
- Collect and organize user generated content for posting on Bliss social accounts
- Work with the Social and Content leads to regularly create fun, engaging Instagram Stories that support overarching social calendar

#### **Influencer Support:**

- Assist in sending out campaign mailers with product to influencers
- Help the team to identify and develop measurable influencer partnerships that ladder up to brand awareness & reach goals
- Help cultivate, grow, and maintain relationships with influencers
- Research and classify new social influencers that represent our audience across various social media channels and emerging platforms
- Manage the backend support of influencer and vendor contracts (i.e. Mavrck platform)
- Support brand advocate program execution

### **Key Qualifications**

Experience managing brand social accounts, tracking analytics through brand dashboards (i.e. Tribe & Dash Hudson), and graphic design / content creation skills on IG & TT.

- 1 year of experience using social media platforms, primarily Instagram and TikTok; professional / internship experience preferred
- Excellent organizational skills and the ability to handle multiple tasks in a fast-paced environment
- Graphic design experience in social & digital content (i.e. text overlay, creating IG story templates, etc.)
- Understanding of influencer marketing (existing relationships are a plus)

### **Education & Experience**

BS/BA degree required, with 1-2 years of consumer goods / beauty experience.

**CONTACT: [linette.kim@blissmail.com](mailto:linette.kim@blissmail.com) / LINETTE KIM**