

FREELANCE OPPORTUNITY

SOCIAL MEDIA CONTENT CREATOR

We're looking for a freelance social media content creator to join our growing team. The social media and content creator will manage and co-ordinate marketing and promotional content for the wholesale side of the Paper E. Clips Inc. business (Paper E. Clips) and our greetings and gifts' direct-to-consumer online store (Halfpenny Postage). The social media content creator will also develop a social marketing and content strategy framework for engaging customers and growing the two brands across digital platforms.

We're looking for a creative thinker with an enthusiastic personality who will own their role in a fast-paced and entrepreneurial atmosphere, who has an interest in digital trends and a passion for fine paper goods, giftware, stationary, e-commerce and illustration.

This is an ideal role for an individual with proven experience in social media marketing and who has graphic design skills aligned to e-commerce. The ideal candidate will have a pro-active attitude, experience in visual storytelling, attention to detail, a desire to deliver exceptional results and the ability to work cross-functionally while managing various projects.

RESPONSIBILITIES:

Strategy

- Develop and implement digital strategies to support brand aesthetics and vision.
- Work closely with product management team to ideate and execute content planning on social, blog and email focused initiatives.
- Align social initiatives with e-commerce activity.
- Stay current in social media and digital marketing trends.
- Improve and refine reach across social platforms.
- Identify new opportunities to drive traffic and expand our digital audience.
- Research brands and understand positioning, building knowledge of how to effectively emulate trends to grow our following.
- Scout influencers across a wide range of social media platforms to bring into our community.

Content Creation

- Create compelling editorial and commercial content.
- Develop content, giveaways, photos and video designed to drive engagement.
- Maintain and communicate defined brand voice and visual aesthetic.
- Partner with product managers to ensure all content produced is on brand.

Marketing Execution

- Manage Paper E Clips Inc. social media accounts on a daily basis.
- Maintain and update the social media content calendars.
- Produce, develop and implement creative assets by channel for email marketing, newsletters, blog and social campaigns, including design, imagery, copy, artwork and inspirational image research for both direct-to-consumer and wholesale.
- Monitor and report the weekly statistics of social account performance to determine effectiveness and areas for improvement, including social analytics overview, recommendations and optimization.

REQUIREMENTS

- 2+ years in a similar role (social media/graphic design/content creation) freelancing, in-house or with a digital agency.
- Strong understanding of social media platform functionality e.g., Instagram, Facebook, LinkedIn, Pinterest.
- Knowledge with email marketing tools (Mailchimp or similar), Google analytics, SEO/SEM, Facebook/Instagram paid ads.
- Well-rounded design experience (image curation, visual storytelling, typography, layout, form and colour).
- Proficient knowledge of the Adobe Creative Suite, including Adobe After Effects a huge plus.
- Excellent creative writing skills.
- Excellent organizational, time and project management skills with the ability to multi-task, work to deadlines and prioritize accordingly.
- Confident communicator with strong interpersonal, numerical and analytical skills.
- Attention to detail.
- Familiarity with Shopify.
- Used to working in a fast-paced environment.
- Flexible and a team player.

Please email your application with the subject line: "Social Media and Content Creator" to hello@halfpennypostage.com attaching your resume, portfolio and rate/hour.

