Glamorise Foundations, Inc.

Title: Digital Marketing Associate

Location: New York, NY

Job Type: Full-time

Compensation Type: Salary  Wage: $40,000

Start Date: 6/6/2016

Job Description:

The Digital Marketing Associate will manage the company’s social media strategy across Twitter, Facebook, Pinterest, Instagram, Google+, YouTube and other social media properties as needed. Additional responsibilities include conducting social media competitive analysis on key competitors, staying up-to-speed on latest digital marketing technologies, including but not limited to Google AdWords, Google Analytics, Facebook and Twitter marketing, managing email marketing campaigns for corporate websites, and evaluating and analyzing consumer product reviews and respond to posts. This position reports to the Vice President of Marketing.

Primary Responsibilities:

- Execution of all social media activities - planning, launching, drafting, monitoring, etc.
- Use creative means to plan, organize, and implement a range of social media programs, campaigns and/or events that drive site traffic and engagement, brand awareness as well as interest in the brand.
- Contribute to and regularly update social media properties such as Facebook, Twitter, YouTube, Pinterest and Instagram.
- Respond to stakeholder inquiries and comments on established channels.
- Listen to and monitor all social media outlets - pages, sites, blogs - on a daily basis and post/respond on particular topics or in response to other posts/comments.
- Build / convey sense of community, build following based on innovative content & sharing.
- Use alerts, search and other tools to monitor progress and report campaign results.
- Grow followers, likes and other key indicators of success.
- Communicate in a professional, but unique social media voice.
Qualifications:

- 4 year degree with focus on English Literature, Journalism or Business preferred
- 1+ Years of Social Media Marketing experience in a corporate marketing or agency marketing role, with experience on all major social media platforms – Twitter, Facebook, Instagram, Pinterest, Google+, YouTube, as well as experience with Google AdWords
- Exceptional business writing skills and ability to convey a message into relevant and interesting content
- Comfort and aptitude with numbers and statistics and working knowledge of Microsoft Office
- Knowledge of Adobe Photoshop is a plus
- Expert level skills in using and navigating social media apps, 3rd party social media tools, and social media analytic tools
- Good interpersonal skills that include the ability to effectively communicate in both writing and verbally

Application Instructions: Please send resumes to the following address: amf@glamorise.com.

About the Organization:

Glamorise is an independent company working to make the best bras for full figures —for 100 years. Glamorise has been focused on only one thing since its founding in 1921: making the best fitting and most comfortable bras for full figure women. We design our products ourselves, we source our materials ourselves, and we manufacture our products ourselves.