Social Media Marketing Consultant
Special Special is seeking to hire a Part-time Social Media Marketing Consultant in Manhattan.

Schedule/Pay:
20+ per week.
$25-$30 per hr DOE

Job Description:
Establish and develop a comprehensive, consumer-led digital marketing strategy to help build our brand across all channels. They will help develop and deliver integrated communication strategies, campaigns, and e-commerce initiatives to fulfill brand and sales objectives.

Responsibilities:
- Develop strategies for optimizing e-commerce channels to drive digital sales across all platforms
- Design and implement a social media strategy
- Work with internal and external partners to create compelling messaging and associated content assets for projects
- Campaign conception and management
- Generate audience development initiatives in close collaboration with leadership
- Increase customer acquisition while fostering existing customer relationships and increase conversion on all platforms
- Monitor analytics across all social media platforms and the web, compiling detailed reports for managers and leadership
- Working cross-functionally with the design team to develop visual assets for social media content and promotion
- Manage Email Marketing / CRM
- Report monthly on best practices, benchmarks, analytics, and KPIs to leadership
- Stay up to date with current technologies and trends in social media, design tools, and applications
- Front-facing management of appointments in the physical location
- Assist in the management of Shopify platform, info@ account replies and social media engagement/answering of DM’s, website front and backend management
- Produce quarterly sales reports to present to management and strategize how to optimize and improve sales across the board
- Assist the team with facilitation and management of consignment and wholesale orders
- Analyze sales data and develop reporting KPIs to create actionable plans to drive growth
- Work with the design team to develop content intended to drive sales
- Collaborate with vendors
- Identify and implement new channels, features, partnerships, and opportunities to increase brand awareness, increase followers and engagement
- Offer strategic input on future exhibitions, product sales, and events
- Analyze and develop marketing strategies to engage customers at each stage of the funnel; execute end-to-end marketing plans to completion, including measurement
- Work cross-functionally with artists on events and activations
- Perform other job-related duties as assigned

**Qualifications:**

- BA/BS degree
- 2-4 years of experience in Marketing; digital marketing, and e-commerce
- Sensitivity and awareness of art and design history, current trends, and recent developments/key players
- Experience with E-Commerce platforms
- Outstanding interpersonal and communication skills (verbal and written)
- Experience in proposing and managing budgets
- Understanding of product styling and photoshoots
- Highly organized and detail-oriented -- the candidate should be a process builder, a calendar keeper, and a project manager at heart.
- Self-starter, capable of designing their work streams
- Passionate about building a brand
- Fluency in Mandarin is strongly preferred