

Marketing Specialist/Unicorn Wrangler The Boutique Hub

Overview:

Marketing Specialist/Unicorn Wrangler will be deeply involved in the fashion boutique industry, supporting The Boutique Hub with daily efforts to raise awareness of boutique fashion worldwide from an industry perspective, connecting multiple aspects of this industry from boutique owner, brand, designer, and industry service provider.

He or she will be sharing new tools, resources, blog posts, trainings and events from The Boutique Hub, sharing industry news and managing all digital resources at The Boutique Hub to further our mission of connecting the global boutique industry to help grow small businesses and change the lives of boutique owners, their family, staff and community.

He or she will need EXCELLENT social media skills, be highly organized with content planning, email marketing, text marketing, working with deadlines with little daily management, and have the ability to work on multiple projects at once.

The position is remote and will connect to Boutique Hub team via video and daily chat to manage ongoing projects.

Duties & Responsibilities:

Specific duties include, but may not be limited to:

- Manage daily social media accounts for Boutique.Style &/or Boutique Hub Business
- Oversee ongoing content calendar and ensure all key messages are shared at ideal times and across ideal channels with overall planning.
- Create and execute launch plans for key products, events and content, in addition to opt-in & list building strategies
- Engage with key collaborators, members, and strategic partners for joint promotions.
- Work with online training programs and funnels
- Plan and execute weekly emails and text marketing to share updates with members.
- Oversee, strategize, and develop blog content for Boutique Hub Business
- Manage & analyze all marketing analytics & key ROI metrics, including but not limited to social media metrics, SEO, Google Analytics, list building & traffic
- Help grow Podcast reach and promote new weekly episodes
- Ability to quickly learn new marketing programs, design tools and video creation apps
- Create & execute ongoing PR strategies

Qualifications:

- Bachelor's degree in related field
- At least 3-4 years of experience, preferably within fashion industry or significant marketing manager position at tech or social media startup.
- Proficient in Facebook Ads, Google Analytics & Google Drive
- Strong attention to detail.
- Self-starter and highly motivated.
- Ability to take constructive feedback and make changes.
- Creative with a love of finding unique qualities in small business and boutique fashion.
- Excellent verbal and written communication skills.
- Background in working with small businesses is a plus.
- Experience with WordPress or other website or marketing platforms are a plus.
- Experience with Active Campaign or other email automation programs are also a plus
- Video marketing skills are also a plus.

Additional Information:

This is a job that allows for remote employment, with daily video connection to fellow team members around the world. Strong work ethic, organization skills, and personal accountability is a must. Position is full time with vibrant team, unique opportunities for benefits and experiences at a growing company!

Please send resume, cover letter, 2 references, writing sample and other marketing samples, and short video about yourself to Beth Leahy at beth@theboutiquehub.com by August 31, 2019.

About The Boutique Hub:

The Boutique Hub is a multi-faceted digital media community, spreading the love of boutique fashion worldwide, while connecting the industry behind it.

At The Hub, we believe two things are true:

1. That small business owners in the boutique industry deserve a voice & community that has their best interest at heart, always, so they can save time, money, effort and focus on growth!
2. That all women deserve to feel beautiful no matter their income, style, size, location or fashion knowledge; and there is no better place than a boutique to help her achieve that.

At The Boutique Hub, we live each day to serve these two very important sides of the industry with the Golden Rule and the foundation of Community over Competition.

theboutiquehub.com & boutique.style