

Digital & Social Marketing Coordinator

Job Purpose

This is a new role within the business. To develop engaging content to drive visibility, affinity and growth for the Olivia Burton brand in the UK and key international markets.

The timely delivery of digital assets to global Movado and Olivia Burton teams. To support the wider marketing team in specific and ad hoc projects.

Responsibilities

- Support the Olivia Burton Digital Marketing Manager in the creation and delivery of marketing assets for - this will include, but is not limited to
 - All current and new Olivia Burton social channels
 - Social- and E-commerce campaigns
- Be the brand champion ensuring brand proposition, values and personality are at the forefront of all activity globally and the brand guidelines are maintained across all channels and all markets
- Develop and manage the global social media content calendar, crafting great social media posts that drive traffic, generate engagement and build community with the support of the Digital Marketing Manager
- Work closely with the design team to create and deliver content that brings to life the Olivia Burton brand, its values and key seasonal activity and is mindful of fast-pace and evolving social media trends
- Craft copy for seasonal collection launches, product stories, weekly emails, editorial features, product guides, social media and digital marketing
- Organise, attend and support product and seasonal shoots
- Manage and converse with our social communities and work closely with our customer service team to ensure best in class service to our customers
- Support the building of strong brand partnerships with relevant brands
- Produce regular marketing campaign reports - highlighting results and recommending ways to improve – with the support of the Digital Marketing Manager
- Support sample coordination for internal teams and external partners with the International Marketing Coordinator
- Co-own the creative asset management platform with the International Marketing Coordinator to ensure content is updated and shared on time

- Manage the ordering, distribution, invoicing and inventory of marketing collateral with the International Marketing Coordinator
- Work cross-functionally with other Olivia Burton and Movado departments, including global digital marketing, international sales & marketing, design, visual merchandising, finance as well as external agencies
- Keep up-to-date on emerging digital marketing trends and competitor activity – sharing quarterly updates with the wider team
- Support the wider Brand Marketing team on ad hoc tasks including admin, presentations and research

Skills Required

- Graduate, with a degree gained ideally in Marketing or Communication
- At least 2 years experience of a similar position within a fashion or related consumer product industry
- Excellent English writing skills with a passion for words
- Creative flair with an excellent eye for detail
- Loves creating content and has a true passion for social media and storytelling
- A genuine interest in fashion, jewellery and culture
- Proficiency in MS Office and Adobe Suite
- Knowledge of leading social media trends and techniques and an interest in creative innovation across key channels including Instagram, TikTok, YouTube and Facebook
- Finger on the pulse of emerging platforms and trends
- Ambitious and hungry to learn and take on increasing responsibilities
- Ability to build relationships with ease.
- Enthusiastic, highly motivated with a can-do attitude
- Flexible, resilient and able to work at pace.
- Strong organizational skills, with the ability to multi-task and manage a varied workload
- Curious, pragmatic and solution oriented