

SOCIAL MEDIA SPECIALIST (Full-time; On-site)
ENVY Wigs & Hair Add-Ons
Indianapolis, IN

A leader in alternative hair, ENVY Wigs is growing—and looking for a savvy social expert to help expand its consumer-facing brand-building efforts.

As a critical member of ENVY's marketing team, the **SOCIAL MEDIA SPECIALIST** will bring an entrepreneurial mindset to supporting brand's marketing/PR strategies across its social networks, while aggressively growing its online audience. Role reports to CMO.

Responsibilities include:

- Develop, implement & manage brand's SOCIAL MEDIA STRATEGIES.
- Develop MONTHLY CONTENT CALENDARS and recommend/develop long-term campaigns/strategies.
- WRITE & DEVELOP CONTENT that drives engagement and turns simple followers into Brand Advocates.
- Partner with CMO to INTEGRATE SOCIAL EFFORTS into larger multi-channel campaigns.
- Present/develop strategies that make the most of FACEBOOK and INSTAGRAM's respective tools, existing groups, etc.
- Help DEFINE SOCIAL KPIs most important to brand (recognizing they may change over time).
- MEASURE & REPORT on success of Social Media Campaigns, SEO & User Engagement (and suggest content optimization strategies).
- Basic HUBSPOT ADMIN SUPPORT (i.e., publishing/prescheduling social posts; updating SEO tool, etc.).
- Monitor/manage CONSUMER GENERATED CONTENT and/or Giveaways/Contests.
- Regularly COLLECT SOCIAL TESTIMONIALS that can be used across ENVY's other marketing channels (Catalog, Monthly Wholesale Mailers, envywigs.com, etc.)

- Monitor and RESPOND TO USER POSTS AND FEEDBACK on a timely basis and escalate issues to CEO (if needed).
- Identify/secure BRAND-RIGHT INFLUENCERS and manage influencer outreach.
- Define and COMMUNICATE BEST SOCIAL PRACTICES to ENVY team members.
- LIAISE IN THE DEVELOPMENT OF GRAPHIC/VIDEO POSTS with Director of Creative Services, Videographer and Graphic Designer.
- Stay up to date on the LATEST SOCIAL TECHNOLOGIES, TERMS OF USE & CONTEST RULES /REGULATIONS.
- REGULARLY REPORT ON COMPETITORS' CGC Campaigns, Launches, Contests/Giveaways, or best practices.
- Catalog/archive all of ENVY's SOCIAL MEDIA assets.

Specialist must be able to manage multiple tasks, campaigns, and personalities; and work in a fast-paced environment on short deadlines.

QUALIFICATIONS/SKILLS:

- At least five years of responsible social media marketing experience
- Must have a keen understanding of basic branding principles (voice/tone/persona); and be a "Big Picture" thinker
- Must have experience in both B2B and Direct to Consumer messaging
- Experience with HubSpot preferred
- Excellent written, verbal communication, and interpersonal skills
- Effective organizational skills

BENEFITS:

- Excellent health, dental and vision insurance
- Paid vacations and holidays
- A generous discount on ENVY products
- A business casual work environment
- A healthy work/life balance

ENVY Wigs & Hair Add-ons is an Equal Opportunity Employer.

ABOUT ENVY

Feeling in control breeds confidence. And Designer & CEO, Alan Eaton, believes no woman should ever have to lose that confidence due to scalp sensitivity or thinning hair. Now entering its second decade, the Indianapolis-based brand is designed to be more wearable, and more affordable—with industry-changing innovations that deliver maximum comfort while making ENVY wigs indistinguishable from consumers' own natural hair.

Offering comprehensive education and custom merchandising, ENVY stands by its retail partners as passionately as its products. And with the constant introduction of NEW on-trend styles, continues to ensure that EVERY woman can experience the emotional and aesthetic benefits of wig-wearing.