

Marketing And Sales Associate

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Company: Marlii Lab

Location: South Australia

Category: other-general

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1. Social Media Management: Develop and implement a comprehensive social media strategy aligned with MARLII LAB's brand identity. Create engaging and visually appealing content for various social media platforms, including Instagram, Facebook, and Pinterest. Manage day-to-day social media activities, including scheduling posts, monitoring comments, and responding to customer inquiries. Stay updated on industry trends and competitor activities to enhance the brand's online presence. Collaborate with the marketing team to execute social media campaigns and promotions. Analyse social media performance metrics and generate reports

to measure the effectiveness of strategies. Build and nurture relationships with influencers and brand ambassadors to expand reach.

2. Content Creation: Produce high-quality and captivating content for MARLII LAB's digital platforms, including the website and social media. Conceptualise and execute photo and video shoots showcasing MARLII LAB's fine jewellery and bridal collections. Write engaging product descriptions, and promotional copy to drive brand awareness and customer engagement. Edit and enhance visual content to maintain brand standards and optimise for various online platforms. Work closely with the marketing team to align content creation with overall marketing objectives.

3. Assisting with In-Store Sales at Victoria Square Bridal Suite: Greet and assist customers in the Victoria Square Bridal Suite, providing exceptional customer service. Showcase MARLII LAB's fine jewellery and engagement collections to potential customers, offering detailed product knowledge and guidance. Assist in-store customers with the selection of jewellery pieces, including engagement rings, wedding bands, and fine jewellery. Process sales transactions accurately and efficiently using the point-of-sale system. Collaborate with the sales team to meet and exceed sales targets and contribute to the overall success of the store. Maintain a clean and organised retail environment, ensuring that displays are visually appealing.

QUALIFICATIONS: Bachelor's degree in Marketing, Communications, or related field (preferred). Proven experience in social media management and content creation. Expertise in photography and videography. Proficiency in industry-standard editing software (Adobe Creative Suite, Final Cut Pro, etc). Strong communication and interpersonal skills. Knowledge of fine jewellery and bridal jewellery trends is a plus. Previous experience in retail sales or customer service is an advantage. Creative mindset with a keen eye for detail. Ability to work both independently and collaboratively in a fast-paced environment. Please provide portfolio within application.

This is permanent part-time position (3-4 days per week)

Seniority level Seniority level Entry level Employment type Employment type Part-time Job function Job function Marketing and Sales Industries Retail Luxury Goods and Jewelry Referrals increase your chances of interviewing at MARLII LAB by 2x

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