

Social Media Manager

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Company: Michael Hill

Location: Australia

Category: business-and-financial-operations

Social Media Manager

There's something special about being part of the team behind life's most remarkable moments. Michael Hill is a leading premium international fine jeweller dedicated to helping our customers mark the moments that create the story of their lives. We are on an exciting, elevated brand journey we are seeking a talented Social Media Manager to enhance our brand and engage with our community.

Based in our Brisbane Support Centre, the Social Media Manager is responsible for Michael Hill's organic Social Media channels whilst creating and executing organic social media strategies that align with our brand identity and values. You will lead the charge in cultivating a vibrant online community, driving engagement, and expanding our reach across different social media channels. By leveraging your creativity, industry knowledge, and analytical insights, you will play a crucial role in elevating our brand to new heights in the digital space.

Reporting to our Group Brand and Marketing Manager this role teams closely with all marketing channel leaders to ensure content creation and optimisation is consistent across all customer touch points, tailored to channel and considers ecommerce and bricks and mortar traffic and revenue goals.

About the opportunity

Develop and execute comprehensive social media strategies that support Michael Hill's overall marketing objectives

Ideate and curate compelling and visually engaging content, including images, videos, and

written copy, to showcase the Michael Hill brand and products across social media platforms (with support of an inhouse studio and copywriter)

Use analytics tools to track performance, measure the success of campaigns, and generate actionable insights to optimise strategies

Research customer and channel trends and requirements to feed insights into content to drive quality, consistency, and efficacy.

Maximise the impact of content, understand the customer experience and collect insights on digital channels to drive engagement

Engage with our audience proactively, responding to comments, messages, and enquiries in a timely and authentic manner

Work cross functionally across the various business departments to develop strong collaborative relationships

More about you

Proven experience as a Social Media Manager with demonstrated success in creating engaging social media content and growing brand, business performance and communities

A genuine interest in fashion and a keen eye for visual aesthetics

Proficiency in social media analytics tools and data-driven decision making

Ability to turn analytics into actionable insights

A critical thinker with strong communication skills

Curious, self-directed, self-starter within a positive mindset

What can we offer

A well reputed, heritage brand trading in 3 countries with career progression opportunities

A culture of excited and forward-thinking professionals

State of the art tech and office (with WFH flex) with complimentary underground parking

Access to our exclusive Michael Hill Rewards platform providing discounts and cashback with

multiple retailers, weekly recipe inspiration and wellbeing tips

Free access to our Employee Assistance Program

Exclusive Team Member Purchase Privilege (exclusive team member pricing on MH Products)

Apply now - reach your potential!

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