

R U S E

SOCIAL MEDIA SPECIALIST & MERCHANDISE COORDINATOR

The Social Media Specialist & Merchandise Coordinator is responsible for the execution and development of social media content while maintaining the overall brand image. From executing product-related content for time-sensitive stories and feed, the Specialist must stay informed with emerging trends in social media and fashion, in order to maintain and grow our digital community. Additionally, the Social Media Specialist & Merchandise Coordinator will be responsible for product placement and rotation along with store-front window displays in order to ensure an inviting environment.

KEY RESPONSIBILITIES

- Collaborate with the management team to create new content specifically for social media including but not limited to Instagram stories, Instagram feeds, Facebook and Pinterest on a regular basis
- Ensure that the brand image is aligned across all social media platforms
- Efficiently manage communication amongst customers in both public and private activities while providing excellent customer service
- Suggest new strategies and content in order to contribute to RUSE's audience growth
- Maintain strong communication skills in order to align with the company's tone of voice
- Maintain a strong knowledge in past and current trends in social media, fashion and the arts
- Execute customer purchases via social media, as required

- Keep informed of product inventory on a regular basis in order to properly rotate and present old-to-new merchandise allocation, for both window displays and floor merchandise presentations
- Ability and willingness to support the customer service team in the boutique, as required
- Ability and willingness to work in a fast-paced and evolving environment

QUALIFICATION AND SKILLS

- A minimum of 2 years experience in fashion, or social media
- Prior experience in photography, an asset
- Flexible schedule according to business needs, including occasional evenings and weekends as required
- Demonstrates interest and knowledge in fashion, retail and emerging trends
- Excellent copywriting and communication skills in both French and English
- Excellent interpersonal skills and ability to work alongside a team as much as autonomously

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