

Social Media Content Creator

Would you like to take on a digital content creator role, focused on driving the future SoMe content for VERO MODA? Do you have a collaborative, creative and online mindset and experience working in a fast-paced, ever-changing environment?

VERO MODA is on the lookout for a strong social media profile with great skills in graphic design and content creation for online platforms. Join us for an opportunity to shape the future of social media marketing in an international fashion brand.

The department

As Social Media Content Creator in VERO MODA, you will join our ambitious and creative Social Media- and Digital Marketing team. In VERO MODA, our digital channels are core business functions, and therefore, we are committed to developing these even further. To ensure alignment on the VERO MODA identity across our markets, we collaborate closely with our Retail, Wholesale, E-commerce and Marketing colleagues – nationally as well as internationally. You will take on an important role in maintaining and strengthening this collaboration with strong content and social media knowledge.

The job

As our new Social Media Content Creator, your primary responsibility is to produce entertaining and engaging content for all stages of the marketing funnel. You will be working very closely with our content specialist and the rest of the Digital B2C team to ensure excellent and cutting-edge social content on all our digital touch points.

More specifically, your tasks will include:

Indrykningsdato

15.02.2021

Ansøgningsfrist

11.03.2021

Virksomhedsnavn

VERO MODA - Aarhus, Danmark

Fagområde



Billede / Design /
Multimedie

Navn på kontaktperson

Anne-Katrine Bjerregaard Madsen

+45 52151163

Søgstilling

<https://about.bestseller.com/jobs/jc-search/social-media-content-creator-168550>

- Designing and developing unique graphics for SoMe channels on a local, national & global level both organic and paid
- Creating SoMe and digital guidelines as well as video content and concepts
- Sharing graphics and content with our stores and countries
- Creating new and innovative game concepts that inspires consumers
- Contributing to brainstorming on campaigns and content

Your profile

You are a talented and creative “geek”, who understands the dos and don’ts of social media. You like diving into numbers to understand performance and use these insights to guide your decisions. You are meticulous, paying attention to detail, while never losing sight of the bigger picture. You are a strong communicator, who convey information, insight and feedback with great impact to both team members and senior stakeholders. As a person, you are collaborative, and always use your colleagues to bounce off ideas. You enjoy exploring online trends and opportunities and are not afraid of putting new ideas to the test. With a creative mind, you curate visually strong social media creatives.

Qualifications

- At least 1-2 years track record of developing best-in-class online content
- Used to working with Graphic design and video content
- An excellent grasp of online concepts and social media trends and algorithms
- Experience in using Adobe Photoshop, after effects, Illustrator and InDesign
- Knowledge of the fashion industry is an advantage
- English, written and spoken - additional languages are an advantage.
- Experience in creating graphics and content for social media advertising.

We look forward to hearing from you

If you have any questions regarding the position, you are welcome to contact Anne-Katrine Bjerregaard Madsen on +45 52151163. Otherwise send us your application and CV as soon as possible and no later than 11 March 2021. We evaluate candidates on an ongoing basis and reserve the right to remove the advertisement when we have found the right candidate.

ABOUT VERO MODA

VERO MODA is one of the high street's leading contemporary style voices. Covetable and accessible, we are dedicated to of-the-moment fashion and must-have wardrobe staples for the independent, confident woman. We continually readdress the fashion landscape and the way women shop while staying true to our identity: an effortless, relaxed and elegant approach to on-trend style.

VERO MODA is an international fashion destination with stores and offices around the world and a talented global team. We strive to give our customers the ultimate fashion experience and continue to grow in an ever-changing industry climate with ambition, consistency and style. Whether you're excited by the latest fashion trends or seeking a dynamic work environment, we're always looking to grow our diverse team.

Family-owned since 1987, VERO MODA is part of the worldwide fashion company BESTSELLER.

Visit www.veromoda.com or www.about.bestseller.com.

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