

**Carhartt is the original workwear brand from the US that has been creating high quality work wear since 1889 to serve and protect hardworking people. Our products are robust and excel in durability, comfort, functionality, fit and styling. Craftsmen appreciate our products and have been fan of this legendary American brand for many years. Our clothing can be used for many (professional, craft and outdoor) activities and can be worn during and after work.**

**For our Marketing team at Carhartt EMEA/PAC, we are now looking for a new team member:**

## **Jr. Social Media & Content Specialist**

The Jr. Social Media & Content Specialist is responsible for the online content and communication on social media platforms, under the direction of the Social Media & Content Specialist and the Jr. Marketing Manager. This person is the Social Ambassador of Carhartt EMEA/PAC and creates brand awareness, drives engagement and fosters the Carhartt community to reach optimal customer satisfaction. This role cooperates with relevant US marketing and Social Media teams with relation to brand messaging, storytelling and social strategies.

The Jr. Social Media & Content Specialist reports to and works closely with the Social Media & Content Specialist and other Marketing team members, the eCommerce team as well as the Merchandising team to identify and elevate content opportunities, asset usage and story focus.

### **Some of your duties and responsibilities will be:**

- Support the Social Media & Content specialist on creating the overall EMEA Social Media strategy for Carhartt.
- Generate, edit, publish, and share content (text, images, videos, and links) via our social media channels in alignment with social strategy and with the seasonal campaigns.
- Social community management: daily engagement with customers via social media platforms; react to questions, complaints and remarks (informal, as a 'friend') in close consultation with the Marketing, E-commerce, Merchandising and/or the Customer Operations team.
- Brand ambassador management: work with agencies and/or directly with relevant brand ambassadors for the social/online media platforms, in accordance with the Carhartt brand vision and representation. Activities entail selection of brand ambassadors, system set-up, gear orders, content approval, seeding opportunity assessment, communication and overall strategy.
- Manage Pixlie (tool), requesting and approving content, refreshing website flows, tagging products, strategies for implementation.
- Use UGC as a resource to spread the brand message within the community.
- Use UGC tools to schedule posts for optimal community engagement.
- Maintain a strong relationship with the Merchandising team, ensuring recurring (product) issues, questions and customer complaints that arise via social media channels are being resolved.
- Support on all content creation activities and projects with the Social Media & Content Specialist, including, but not limited to, lifestyle photoshoots, flat photoshoots, video shoots and self-shot organic content.

- Work with the (Jr.) eCommerce Merchandiser regarding product availability and stock that appears on Social Media channels.
- Capture and analyse appropriate social data/metrics, insights, best practices; share results with the Jr. Marketing Manager and the Jr. Ecommerce Manager and team.
- Identify trends, best practices, new developments within the social media sphere to expand reach, improve engagement and grow follower count.
- Work closely with the Social Media & Content Specialist for social and video advertising campaign creation and ensure social agencies' activity follow-up. Connect with the Paid Media Marketeer on analytics and performance results.

### **What do you bring to the table?**

- Bachelor's degree Marketing/Communication or related discipline or equivalent work experience with an educational background in marketing and communication.
- Minimum of 2-3 years social media experience including online content creation.
- Demonstrates specialized knowledge of mainstream social media platforms including but not limited to Facebook, Twitter, YouTube, Instagram, Insta stories and LinkedIn for business use representing an organisation or brand; promotional (online) development.
- Demonstrates knowledge of social media tools for (scheduling of) posts, such as Hootsuite.
- Advanced computer skills including Microsoft Office and preferably, some experience with Photoshop.
- Excellent written and oral communications skills (English at business level, plus preferably German or other language).
- Creative and commerce-driven self-starter, comfortable with both taking initiative and working in a team within a fast-growing organization.
- Outstanding organisational skills with demonstrated ability to prioritize workload and attention to detail, effective time and task management skills and used to working with deadlines.

### **What do we have to offer?**

Carhartt is a family-owned company for 135 years now and stands for transparency, honesty, authenticity, and respect. The Carhartt EMEA/PAC team currently consists of around 75 associates. We offer a 37-hour week, a hybrid way of working, a strong employee benefits package, 25 leave days per year. We supply you with home office equipment in case you would like to work from home for part of the workweek. Finally, we have a great EMEA team that you will join in our beautiful office in Amsterdam-Oost!

*Please note* that we are Carhartt workwear and *not* Carhartt Work in Progress, which is a different company and not part of the original Carhartt brand.

### **Application process**

We will (only) contact candidates with a suitable background (see entry requirements) and potential match for this role who live in the greater Amsterdam area. Please apply with your CV (Resume) and motivational letter to [emea-recruitment@carhartt.com](mailto:emea-recruitment@carhartt.com)

The first interview will be online (via Teams), the second interview will take place at our office.

**Interested? We would like to hear from you!**