

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 Amsterdam, we are now looking for a new team member:

Social Media Specialist

Job Purpose:

The Social Media Specialist is responsible for the online content and communication on social media platforms. This person is the Social Ambassador of Carhartt EMEA/PAC and makes it his/her ultimate goal to create brand awareness and reach optimal customer satisfaction.

He/she works closely with the 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.

Duties and Responsibilities:

- Create and manage a social media strategy that builds meaningful connections and encourages social media audience response. Work closely with the Content Specialist on storytelling and brand awareness.
- 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 engage 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 Service team.
- Brand ambassador management: work with agency involved and/or directly with relevant brand ambassadors for the social/online medium, 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.
- Manage Flowbox; 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.
- Partner with the Content Specialist to develop content in every form that speaks to our customers, shaping a consistent image while meeting brand strategies and expectations.
- Work closely with the Content Specialist for social advertising and video advertising campaigns copy creation and ensure social agencies' activity follow-up. Connect with the Performance Marketeer on analytics and performance results.
- Maintain a strong relationship with the Merchandising team, ensuring recurring (product) issues, questions and customer complaints are being resolved.
- Work with the eCommerce Merchandiser regarding product availability and stock.
- Capture and analyze appropriate social data/metrics, insights, best practices; share results with the Marketing Manager and the Ecommerce Manager/team.
- Identify trends, best practices, new developments within the social media sphere.

Entry Requirements

- 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 all-round online marketing and 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 organization 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, Dutch and/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 organizational 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 130 years now and stands for transparency, honesty, authenticity and respect. The Carhartt EMEA/PAC team currently consists of around 60 associates. We offer strong employee benefits including a Carhartt Reward Strategy, a 37-hour workweek (hybrid office/WFH), and 25 leave days per year. We supply you with home office equipment in case you would like to work from home part of the workweek.

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 (in the Netherlands). Please apply with your CV (Resume) and motivational letter.

Interested? We would like to hear from you!

Please click [HERE](#) to apply!