



SOCIAL MEDIA MANAGER

de Gournay is looking for a highly creative and motivated Social Media Manager to join our creative HQ in London. As part of our marketing and PR teams, you will contribute to telling the brand story across our social media channels, engaging with our global audiences, and assist with other brand management roles in order to provide a cohesive and seamless omnichannel brand experience.

As creators of the finest hand-painted and hand-embroidered wallcoverings, de Gournay is a family-run company committed to creating exceptional interiors around the world. All of our products are created entirely by hand, and as such our bespoke capabilities and the stories we can tell are endless.

Role

A full-time position where you will be working with the Director, Creative Director, and Marketing Coordinator to manage de Gournay's Instagram, Pinterest, and TikTok accounts in alignment with the company's brand and goals. You will be creating content in line with larger marketing and PR campaigns, strategising upcoming posts, activating campaigns across platforms, and managing the channels through engagement with audiences.

You will also be responsible for analysing insights and data across channels and adjusting strategies and tactics accordingly. Other responsibilities include assisting with scheduling shoots and coordinating with videographers and photographers to ensure content is approved and ready on time. There will also be opportunities to assist with shoots, events, and more through assisting the Creative Director or Special Projects Director.

Responsibilities

- Schedule Instagram grid in advance based on time-sensitive posts, aesthetic of the grid, and brand goals and voice.
- Work with Director, Creative Director, and Marketing Coordinator daily to finalize posts, coordinating edits with graphic designer and/or photographers and videographers as they are scheduled.
- Write Instagram, TikTok, and Pinterest captions and respond to comments and DMs in the correct tone of voice.
- Organise images sent to the company and keep track of what can be posted when; maintain an archive of all content.
- Work with the Marketing Coordinator to schedule shoots of de Gournay interiors, coordinate shoot schedule, and liaise with outside photographers and locations.
- Ensure content is edited and approved to post on time and plan ahead so you know when you will need to create your own (for example, use images from the archive or create a new video).
- Schedule TikTok and Pinterest content with already approved content and manage posting and comments.
- Conduct research across channels to familiarise yourself with current trends, hashtags, and updates to the apps that could affect de Gournay's presence.
- Complete a monthly analysis of Instagram, Pinterest, and TikTok analytics for Director and Creative Director and adjust strategies accordingly.
- Assist Creative Director and photographer at shoots with what is needed on the day (examples include arranging flowers, keeping the space tidy, aiding in setting up shots, sourcing props).
- Create image-based content in InDesign for Instagram Stories to keep the account active between larger campaigns.
- Image and video retouching using Photoshop and Premier.
- Liaise with the Chinese social media team to coordinate posts and campaigns to effectively reach a global audience

Skills and Qualifications

- Marketing, PR, Communications (or other relevant coursework) degree level qualifications - BA (Hons) or equivalent.
- Willingness to learn and gain new skills through working with Creative Director.
- Strong time management - you will be managing your own schedule as well as ensuring posts are finalised in a timely manner.
- Organisational skills - you will be keeping track of upcoming projects, shoots, and installations that could be posted soon as well as archiving all content as it arrives (along with the graphic designer).
- Meticulous attention to detail and problem-solving skills.
- Knowledge of social media sites, their algorithms, and relevant trends and strategies.
- Photoshop and Premiere knowledge.
- Some basic InDesign, though a willingness to learn quickly is equally as important.
- Some copywriting - you will be adhering to in-house brand style guide.
- Ability to thrive in a fast-paced, dynamic, and creative environment, and to work effectively on multiple projects at once.
- Autonomous yet team player.
- Strong communication skills and collaborative/open-minded working style.
- Passionate and curious about all aspects of arts and design.
- A keen interest in immersing yourself into the de Gournay world in order to best represent the brand through its various touchpoints.

LOCATION: London, Chelsea.

START DATE: Early 2025

SALARY: Competitive according to level of experience.

This position is a full-time role based in our London offices. Applicants must already have the right to work in the UK.

Please submit your CV and portfolio of recent work to **AMIRA@DEGOURNAY.COM**

