

THE SKINNY

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WHO WE ARE ||

The Skinny is a locally owned + operated baby, kid, teen + women's clothing boutique in Edmonton, AB. We operate as a Lifestyle Brand, looking to explore and push the boundaries of a standard clothing company by utilizing community, collaboration, teamwork and creativity. Founded by Erinn Trebaczkiewicz, a never-stopping mother of 3 (all boys!). Currently residing in Southgate Mall.

POSITION AVAILABLE ||

COMMUNITY SOCIAL PR MANAGER

WHAT'S INVOLVED ||

As the **COMMUNITY SOCIAL PR MANAGER**, you will be focused on building The Skinny's community through various tasks and strategies, including social media engagement, content creation, photography, events, and collaborations. You will also be in charge of planning + assisting on photoshoots and blog content creation. You will act as a brand ambassador by sharing The Skinny's newest ideas, special events, and collaborations all while working side by side to founder, Erinn Trebaczkiewicz.

Social Media Engagement || Create, Manage + Assist Erinn [and The Skinny's Shop Manager] with daily Instagram / Facebook / Twitter / Other relevant online properties by posting + storyboarding online. Provide growth in social media platforms + engagement ratings. Working closely with Southgate Mall's marketing team will be required. Creating bi-weekly newsletters may be required as well.

Photography + Content Creation || Work closely with Erinn on photography + blog content creation. You will schedule, manage and create monthly (or every two months) lifestyle photoshoots. You will help pull outfits, create lifestyle mood boards, gather supplies, write blog posts and direct day-of photoshoots. You'll be responsible for coming up with creative ideas for shooting, book photographers + locations, schedule models/families, along with the assistance of overall shoot direction. Personal photography skills, along with flat lay experience, a definite asset.

Events || From time to time you may be required to attend industry events in Edmonton, and other relevant areas, as acting Brand Ambassador for The Skinny (this also may require you to work outside of the regular 8 hour day). You will be in

charge of directing press events, as well as planning + executing launch parties. You will be also required to create + direct [GATHER] with the skinny events and promotions, when they arise. Travel may be required.

Collaborations || Responsible for creating + maintaining relationships with other various local + influential partnerships, businesses, or collaborators. Managing special events, product designs, and ideas together will be required. All emails, marketing campaigns and press on these endeavours will be your responsibility. Creating strategic quarterly collaboration plans (in any form mentioned) will be required.

You will be measured on performance with a report of bi-weekly measurement tools, such as web traffic, referrals, social media growth + direct link traffic. You will maintain The Skinny's culture, brand and product knowledge at all times. Quick replies to peers + customers, messaging and proactive problem solving will be adhered to, always. You will be required to work 2 x 8 hour days / week at our shop location in Southgate mall, along with the various hours on location for photoshoots, events, PR, etc. We're estimating that this will involve approx. 25 hours per week, give or take, including evenings + weekends. Every week will be different.

WHAT WE'RE LOOKING FOR || If this sounds like your cup of tea, then AWESOME! We're looking for the following skills + assists in our candidate:

Minimum 2 years of social media experience, with a quick understanding of a variety of social media platforms (this could mean that you have a great IG following personally!).

Exceptional communication skills, both verbal + written.

Self motivator is essential. Having the 'Entrepreneurial drive' is key.

Experience in PR considered a huge asset.

Organization skills required. This job manages a TON of different talents and hats to be worn. Organization is key to provide exceptional service + maintain everything that will be required.

Knowledge of Apple Operating systems. Knowledge of Google operating systems (such as google docs, mail, etc).

Dedication + team driven. Must be able to work in a team environment, open to suggestions and ideas from fellow peers. Capable of succeeding in a fast pace.