

## Content & Community Manager

**Tote is looking for a community manager to join its team in modernizing online apparel shopping! With its novel mobile apparel shopping experience, Tote is looking for a bold and determined community manager who will bolster its communication practices while going to market. If you are an adept in social media who is interested in fashion, and is willing to take on big challenges, read through!**

### ***About Tote***

Tote is a mobile apparel marketplace that allows shoppers to find clothes they truly love, with minimal time and involvement. Tote combines a tinder-like interface with machine learning technologies to make clothing from a variety of brands discoverable by shoppers who would be interested in them. For the next year, a main focus for Tote is to make sure it has a strong social media presence that meets its marketing goals.

### ***About you***

- You are interested in online apparel shopping and fashion space, and already are familiar with different types of content created in the area.
- You are a high-energy social media user who loves engaging with your audience and is great at creating captivating content.
- You are a creative and strategic person who understands the marketing objectives of the company and comes up with ideas that are aligned with it.
- You know how to get your audience to take action through social media.
- You are a disciplined person who can make use of themselves even without directions.

### ***What you will be doing***

- Managing and maintaining different social media accounts.
- Creating and organizing daily content to increase our follower base.
- Work closely with our CMO to create (online and offline) promotional strategies, produce content, and measure promotional effectiveness.
- Attending regular meetings to brainstorm ideas, and to report progress.

### ***Qualifications***

- Previous experience in managing social media accounts and content creation.
- Familiarity or experience in reaching target audiences on social media.
- Having a creative and motivated mindset to come up with ideas and execute them.
- Ability to create fun and engaging content.
- Capability to analyze the performance of the content published, identify key points behind performance, and keep track of the overall measurement process.
- Beneficial Skills: Illustrator, Photoshop, other infographic tools, direct (email) marketing tools.

- Previous experience in growing a social media account is a plus.
- Bilingualism is a plus: French & English

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