



## LOVE MY DRESS - SOCIAL MEDIA MANAGER JOB DESCRIPTION + INFORMATION PACK

Firstly, thank you so much for your interest in Love My Dress® and the exciting social media role that we have available right now.

With more than 600,000 followers interacting with us across our social media channels, we have a vibrant online community. For us and our for our valued sponsors, Instagram, Facebook, Twitter, Pinterest and Google+ are key ways to communicate with brides, the wedding industry at large and other interested parties. We are proud of the community we have built in just over 5 years. However, we don't intend to rest on our laurels. We believe we need to focus on developing our social media presence now more than ever, on behalf of Love My Dress, and on behalf of our sponsors.

Social media plays such an integral role in our business; it's impossible to over state its importance. However, the internet is a crowded and challenging place - reader habits are changing all the time and we have to constantly evolve to stay ahead and abreast of our competition. Where previously static banner adverts would have driven huge amounts of traffic to our sponsors, we now see them as just one part of the ongoing programmes of promotion we provide. From tailored social media strategies and sponsored content, to event attendance and inclusion in our forthcoming international curated directory, we always want to provide the *very best* to our sponsors so that they in turn benefit from their relationship with Love My Dress.

As you can imagine, this level of service takes a lot of time and so, in our quest to continually deliver better to our reader community and our sponsors, we are looking to take on a talented social media expert to join Team Love My Dress.

Within this document, I will provide further information about Love My Dress, details on the role, what we're looking to find in the successful candidate and, most importantly, what you'll need to do to apply.

I very much look forward to hearing from you - thank you so much for your expression of interest so far.

Love Annabel x

## ABOUT LOVE MY DRESS

Love My Dress is an online world of wedding planning inspiration that embraces glamour and elegance and encourages sophistication and style. We offer a beautifully curated and thoughtfully written, gentle, daily reminder of the meaning of weddings and value of marriage.

Everything we do is done out of an absolute passion for inspiring others. We believe with all our hearts in weddings, in love and in the industry that we promote on a daily basis. Not driven by trends, forecasting or following the crowd - we choose instead to focus on what we know, love and inspires us. As a result, our content is authentic, engaging and trusted - it inspires, enables and empowers brides and those making purchasing decisions around a wedding.

We love what we do, and we are proud to do it through a beautifully designed and user friendly blog - which also just happens to be one of the most highly regarded blogs in the world, a blog that readers visit in their thousands, every day, to seek inspiring content and to discover amazing suppliers. Suppliers just like you.

Our blog was founded in 2009 by Annabel Beeforth, following her own wedding of the same year. Five years on, Love My Dress® is recognised as a leading blog and authority on weddings. As well as appearing regularly on lists of top wedding blogs online and in magazines around the globe, Annabel is also an inspiration for bloggers from all genres and speaks regularly at conferences and seminars all over the world.

Considered by Elle Magazine as one of the world's top five wedding blogs, Annabel has used her influence in to help raise £40,000 for Oxfam Weddings. She has also published a best selling book - *'Style Me Vintage: Weddings'* was published in 2013 to very positive reviews. Annabel was also chosen as the first official blogging partner for Brides The Show - the wedding event launched by Conde Naste and Brides Magazine.

Through our beautifully curated wedding features and fearless approach to publishing content considered taboo by more traditional media, we have earned the trust, respect and loyalty of our reader community and the wider industry.

June 2014 saw Love My Dress® take a huge step forward with a complete rebrand and the establishment of a new writing team. The changes we've made have seen reader and follower numbers leap forwards and increased our profile both in the UK and internationally. The phenomenal development of Love My Dress®, the loyalty of our readers and the support of our sponsors means that we've got lots to do over the coming months to maintain our market position and enhance our reputation as the best wedding blog to work with. This now requires the support of a dedicated Social Media Manager.

We are working together on a splendid future for Love My Dress, with plans to expand our brand and offer more useful services for our readers and sponsors. We look forward to you joining our team.

## SUMMARY OF ROLE

We're looking for someone to help develop our brand within the social media environment, with a focus on increasing follower numbers and follower engagement. We will need you to have your finger on the pulse of the social media world at all times. You'll need great ideas and an in-depth understanding of the social media world, ie, when's best to post on what platform and what type of content works best on each.

Visual content has a lasting effect. Whether it's a status update or Facebook advert, what the audience sees is what they'll remember. We need our social media content to be consistent, compelling and to get the point across in a way that fosters trust and engagement.

## RESPONSIBILITIES

You will be an integral part of the team and we'll be there to give you lots of love and support while you work for Love My Dress. We understand and appreciate that part of this role may require learning new skills and abilities and we will be here to assist if this is the case.

Here's a brief overview of what you'll be responsible for.

- Design, develop, execute and review social media campaigns and strategies for Love My Dress and for our sponsors across all our social media platforms. This will involve curating content targeted to relevant followers and therefore will require image selection and copywriting.
- Analyse campaigns and translate anecdotal or qualitative data into recommendations and plans for future social media campaigns. Analyse, review, and report on effectiveness of campaigns in an effort to maximise results.
- Act as an ambassador and advocate for Love My Dress in social spaces, by engaging in dialogue and listening and responding to comments and questions in a style that cultivates trust and enquiries. We expect the successful candidate to undertake this part of the role using an authentic and engaging social media 'voice' that suits and works alongside the tone and aesthetic of our brand.
- Monitor and advise on our market position. Provide regular reports to the team and have the ability to advise and make recommendations based on statistics and insights.
- Monitor trends in social media, social media tools, applications, channels, design and strategy.
- Identify and report threats and opportunities to the team.
- To continually work to improve follower numbers and engagement for Love My Dress across the extended social media environment.

## ESSENTIAL REQUIREMENTS

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To join us in this role, you'll need:

- The ability to commit between 10 and 15 hours per week in the first instance spread throughout the working week, with a view to increasing these hours over time. Flexible working hours apply.
- Knowledge and understanding of Love My Dress, our style and ethos.
- Knowledge, understanding and a real interest in the wedding industry including trends, brands, blogs, fashions, media (social/digital/print) and suppliers.
- Knowledge and understanding of reader habits and social media in general plus incomparable social media skills.
- Great grammar, perfect punctuation and absolute accuracy to ensure everything you publish for Love My Dress is spot-on.
- A brilliant work ethic, with the ability to work on your own and manage your own time. A positive attitude and a big dose of organised flexible focus.
- Your own laptop or computer with reliable, high speed internet access.
- Great people and social skills and a confident voice - social media for us is just that, a medium to interact, not just publish and promote without ever getting involved ourselves.

## ESSENTIAL ROLE INFORMATION

- **HOURS** - You must be able to commit between 10 and 15 hours a week to begin with, with a view to potentially increasing this commitment by the end of the year. The overall commitment in the first instance will need to be inline with our budget for this role.
- **PAY** - To be agreed.
- **PROBATIONARY PERIOD** - The first six months of this appointment will be classed as a probationary period. During this time your performance and achievements will be monitored and assessed and we will feedback at regular opportunities in order for you to be able to develop and enhance your skills and abilities.

**The closing date for applications is Sunday 7<sup>th</sup> June 2015.**

After this date, we'll compile a shortlist of the applicants who will be invited to undertake a Skype interview with Annabel. We will be in touch with all applicants after the closing date to let you know if you have been successful.

You will find the application form on this page on Love My Dress:

<http://www.lovemydress.net/blog/2015/05/social-media-manager.html>

Good luck with your application and thank you again for your interest in Love My Dress.