



POSITION TITLE: Associate/Associate Manager, Social Media & Corporate Communications

JOB LEVEL: Associate Manager

FLSA STATUS: Non – Exempt

REPORTS TO: Social Media Manager

LOCATED: HQ – NYC (Nomad/Flatiron)

JOB OVERVIEW:

This full-time role works within the Social Media and Corporate Communications function of International Cosmetics & Perfumes (ICP) supporting all brands – currently The House of Creed, Akro, Domaine Prive, Mizensir and an additional forthcoming brand. The role serves as an anchor for the Corporate Communications department and will provide essential executional support for the company’s North American public relations and social media strategies.

Key responsibilities will include functional support on launch executions including events, social media + influencer support, regional/online media relations, media reporting and select Chief of Staff related projects.

This team member will also promote and maintain the intrinsic company culture that fosters the firm’s core values of: Transparency, Recognition, Accountability, and Communication (TRAC) and will be committed to ICP’s Leadership Competency Model (LCM).

RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

COMMUNICATIONS (about 50%)

- Serves as the anchor to the Corporate Communications department by providing essential support throughout day-to-day activities and ongoing strategic programming for all brands
- Works in partnership with the Senior Director of Social Media & Corporate Communications to drive and secure regional and online editorial coverage on new and existing products/brands
- Oversees all regional/online press outreach efforts including, pitch development and relationship management
- Spearheads daily media monitoring each morning and compiles Info of Interest updates for the company
- Maintains and updates the master media + influencer list to ensure accurate information
- Compiles editorial media analysis for all placements and works in partnership with the Director of Social Media and Social Media Manager to develop monthly recaps/PR Alerts for the team
- Manages with Corporate Communications budget to ensure fiscal responsibility in partnership with Chief of Staff and handles all invoicing for the department
- Provides organizational support and structure to day-to-day departmental activities including maintaining PR sample closet inventory (product orders)
- Embodies the firm’s vision to inspire our clients through beauty innovations and the narrative of luxury while championing company practices and culture
- Seeks to promote and cultivate the company and brand awareness with external partners

SOCIAL MEDIA (about 45%)

- Works closely with Social Media Manager to schedule daily social content calendar across brand social channels.
- Proactively and reactively responds to customer inquiries on social platforms to ensure clients requests are received and executed upon in a timely manner and in accordance with our guidelines
- Exercises speed, judgment and escalates questions/issues to the team as needed
- Develop best-in-class process and system for customer responses
- Partners with the team to identify and cultivate brand ambassadors, expand community and influencer outreach
- Identifies key voices in the community and works to foster relationships with influencers and customers alike



- Provides copywriting support for content on brand social channels and blog platforms
- Works with Social Media Manager to monitor global news and current events and how it relates to and effects brand social channels and content

CHIEF OF STAFF PROJECT SUPPORT (about 5%)

- Supports corporate meeting planning and execution in partnership with other functions and Chief of Staff in accordance with the Corporate Meeting Calendar
- Helps coordinate select corporate initiatives in conjunction with Chief of Staff and Ownership, including the firm's community outreach initiatives

REQUIREMENTS

- Bachelor's Degree or higher degree in Public Relations or Communications
- 2-3 years relevant experience with a beauty or fragrance brand (preferably beauty agency experience)
- Agency experience strongly preferred (used to working with multiple brands)
- Must have experience managing a brand social channels including, but not limited to Instagram, Facebook, Twitter, Pinterest, and YouTube. Experience, love and knowledge of beauty/luxury landscape social media is strongly preferred.
- Understanding of how to create a compelling voice on social media to build authentic, relevant, interactive consumer relationships
- Experience working with a luxury sector
- Excellent oral, written, organizational and communication skills
- Skilled at successfully organizing, prioritizing and managing multiple projects
- Versed in Microsoft Office (Word, Excel, Power Point) + social media planning tools (i.e. Dash Hudson, Iconosquare, Hootsuite etc.)
- Full understanding of corporate, brand and social public relations practices
- Innovative thinker and approach to business
- Excels in collaborative work and thinking
- Ability to work in an entrepreneurial, fast-paced environment while being adaptable to change
- Interest in working with a small team in an entrepreneurial, fast-paced environment, and willing to take on new challenges/opportunities

Compensation includes competitive salary, subsidized benefits including medical/dental/vision/life/LTD, 401K plan, generous PTO, professional development, and more!