

Position:

Social Media & Retail Coordinator

Location:

The Handle Bar South Boston, Fenway, Harvard Square, North Station (can work remotely for 4-5 hrs/week)

Reports to:

Director of Brand & Content

Duties & Responsibilities:**Social**

- Keeps up with organization and filing of all existing content -- photos, videos, graphics, logos through Dropbox
- Acts as production assistant onsite at photo/video shoots, capturing BTS
- Maintains blog: Create & post blog content that supports the content calendar
- Assists in new content creation: in-studio photos, community-focused content
- Performs content & strategy auditing: produce insights that measure activity & engagement of past content and assist in forecasting best content streams to pursue
- Provides support to brand team at events
- Curates re-postable content; engages on social media with other followers, on the "Explore page;" and through relevant hashtags

Retail

- Supports in retail design/conception, production and distribution for The Handle Bar studios
- Forecasts trends in retail design and product style and brings these findings to The HB merchandise
- Monitors and analyzes merchandise sales and reports

Overall

- Upholds a strong presence at all HB studios: rides regularly; builds rapport with staff

Expectations:

- Estimated 15 hours/week
- Working presence in studio(s) estimated 5-10 hours/week

Competencies

- Detail-oriented
- Self-sufficient
- Creative skills
- Passion for health/fitness

Education/Experience

- Graphic design experience required
- Retail/fashion experience preferred
- Photo/video production & editing experience preferred
- Social media creation & strategy experience preferred
- Copywriting/content writing experience preferred

Compensation

- Hourly base rate + commission
- Unlimited membership to all HB studios

Submit resume, brief summary of your qualifications and interest in the position, and portfolio of any past design work.

Interested applicants should forward their application to:
Sarah Coppinger, Director of Brand & Content
sarah@handlebarcycling.com
Application deadline: Friday, August 2, 2019