



GRETCHEN HIRSCH

gertie@charmpatterns.com

Digital Strategist

Join our growing team! Charm Patterns is a creative and dynamic sewing pattern company looking for a brilliant Digital Strategist to join our small but expanding team in our Newburgh, NY studio. This full-time position has a strong focus on social media, video strategy and coordination, marketing content creation, copywriting, community relations, and analyzing and growing our audience of vintage sewing enthusiasts.

The perfect person for this position will be an expert in a variety of social and content platforms and understand how to express our company's mission and vibe in a creative and engaging way. Our customer base is unique, and the right candidate will be attuned to understanding and engaging with a progressively-minded audience of passionate makers. You should be a fabulous writer, able to craft exciting copy while striking the right tone for our audience. Video is a big part of what we do, and the perfect candidate will be able to collaborate on crafting our content strategy, from initial ideation through to assisting on filming days. The majority of this position will need to take place in-studio, but there is room for some work-from-home days.

This is a great behind-the-scenes opportunity for a creative person to shine in a small-team setting. Charm Patterns is a collaborative and fun work environment, set in a hub of creative small businesses in Newburgh, one of the most exciting towns in the Hudson Valley. The Charm team is constantly inspired by the arts around us, as well as our neverending fascination with the world of vintage fashion. Team building is just as likely to happen over a Tuesday afternoon status meeting as an Elvis movie night (tacos provided, of course). We value diversity on our team, and actively work towards an inclusive culture. The right person will be able to enthusiastically support all of our diverse customers and initiatives, in alignment with the inclusive ideals of the Charm Patterns brand.

To apply, please click [here](#) to upload your resume and cover letter.

Responsibilities

Social Media:

- Create social media content with a goal of growing our Instagram following to over 150K this year (currently 93K).
- Write and schedule posts for Instagram, Facebook, Patreon, and TikTok. Follow relevant hashtags and regularly feature members of our community in posts and newsletters.
- Create a content calendar and run regular marketing content meetings with the Charm team. Set and meet ongoing deadlines for content on all relevant platforms.
- Shoot and edit short social media video content (Instagram reels and stories, TikTok posts)
- Monitor social media daily, working with admin to respond to customer comments and messages and setting the tone for a positive and fun social experience for everyone who engages with our content
- Propose ideas for new content: video series, tutorial ideas, newsletters, blog posts, and social posts.
- Create reports to evaluate data trends against company benchmarks/goals and adjust our approach accordingly
- Proactively take photos and video of studio happenings and merchandise. Be present at photo shoots to capture behind-the-scenes video and content.
- Work with graphic designer to create visual content for social media (knowledge of graphic design programs like Photoshop or Canva a plus!)

Video Strategy:

- Short term: assist with in-house filming and act as a liaison to video editor
- Long term: strategize plan for improving video production and editing, including hire of freelance video production team

Copywriting and Marketing:

- Stay up-to-date with digital marketing trends and potential new channels and strategies
- Write and design monthly newsletters using MailChimp
- Draft blog posts to drive new traffic to site

- Create pattern release strategy for new designs including timing, content/copy, and roll-out
- Draft language for posts on Patreon

Community Relations:

- Manage content and schedule for live events, as well as work with team to create presentations
- Manage strategic partnerships with sewing influencers. Build relationships with online sewing communities, focusing on BIPOC, LGBTQIA, and plus size sewing communities

Qualifications

- Marketing degree preferred
- At least five years of relevant experience
- Exceptional verbal and written communication skills
- Must be organized, detail-oriented, and a self-starter
- Sewing knowledge preferred but not required; willingness to gain familiarity with sewing patterns and terminology a must
- Ability to work in Asana, Wordpress, Adobe Creative Cloud, Mailchimp and other platforms
- Photography and videography skills
- Expert in Facebook, Instagram, and Tiktok. Knowledge of Patreon a major plus
- Must be able to work in a pet-friendly environment

Compensation

- This is an at-will exempt salaried position.
- Salary begins at \$62,400.
- Yearly reviews will automatically include a 3% cost-of-living increase. Merit increases will be discussed on a case-by-case basis.

Benefits

- \$200 monthly health insurance stipend
- 10 days paid vacation (15 days after 3 years of employment)
- Up to 5 paid sick days



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- 11 Paid holidays: New Year's Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Indigenous Peoples' Day, Thanksgiving Day, Friday after Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve

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