

Assistant Brand/Social Manager

Our Assistant Brand/Social Manager would be responsible for building and maintaining LG's relationships with loyal customers, potential customers and social media fans. This function will support all current social media channels and new channels to come. This position will work directly with the social media team and assist community managers in social community management, social listening and using our social tool to schedule/monitor content.

This candidate will be working on the social team, but also assist the main Brand Ambassador with answering customer's pre/post sale product questions on LG's website, retailer sites and LG's owned Social Media channels. Must use the brand voice and product expertise to assist customers daily through communication tools like BazaarVoice and Sprinklr. These replies should be thoughtful, detailed and helpful. This person should present excellent problem solving, communication and product research skills. Our assistant brand/social manager should be personable, knowledgeable about LG products (training avail) and on the pulse of digital trends.

RESPONSIBILITIES

1. Community manage our social media channels and reply to our fans daily to promote LG brand, create positive digital conversations and create a CTA to our website for product social selling
2. Utilize LG's social communication tools to triage incoming mentions and send them to the proper teams for replies
3. Assist community manager in scheduling content and help manage the monthly content calendar
4. Assist lead Brand Ambassador with answering customer's pre/post sale product questions on LG's website, retailer sites and LG's owned B2C Social Media channels thoroughly
5. Report both Q&A data and social data to upper management teams AHOC, monthly and/or quarterly
6. Work closely with LG Social leads and lead Brand Ambassador to document business scope, trends, ensure alignment with KPIs and capture the words/concerns of LG customers, the ears of LG

QUALIFICATIONS

- Social Media Business experience with advertising or brand ambassador background
- Strong knowledge of social media channels including, but not limited to Facebook, Twitter, Youtube, Instagram, TikTok, Etc. Knowledge of different social platforms & tools used to reply to customers.
- Ability to research (product info) when needed and to learn + write with our brand's voice thoroughly.
- Strong problem solving, reading and writing skills.
- 1-3 years working in digital brand marketing, social media or as a brand ambassador.
- Personable, organized and pays close attention to detail.
- Strong interpersonal and relationship skills with the ability to work on different platforms using the LG Voice.
- Ability to work under pressure and deadlines, especially when it comes to reporting data.
- Strong proficiency in all Microsoft Office suite components, particularly in Power Point and Excel.
- Ability to adapt and learn in a fast paced collaborative environment.
- Bachelor's degree marketing, communications or advertising is necessary.