



MARKETING ASSISTANT

ABOUT MIGNON FAGET

The New Orleans jewelry design house of Mignon Faget has been designing jewelry for over 50 years. As a distinguished New Orleans brand, Mignon Faget prides itself on being a luxury retailer offering excellent customer service from every outlet. As Mignon Faget moves into the next 50 years of business, the brand is adapting, innovating, and inspiring the jewelry world of today.

POSITION DESCRIPTION

Mignon Faget is looking to hire a Part-Time Marketing Assistant who will be working closely with our Marketing team to develop and implement marketing plans and strategies for our brand. As a successful hire, you will be tasked with assisting in creating social media content and marketing materials. You will provide administrative support to our Marketing and Retail Sales teams.

To be chosen for this role, a creative background is preferred while knowledge of social media is required. Must be outgoing and open to appearing publicly as a brand representative on all social platforms (Tik Tok, Instagram, Facebook, etc.). Effective written and verbal communication skills and a high level of attention to detail are both important keys to success in this role. The ideal candidate will be someone who has a strong interest in fashion, lifestyle, and social media marketing.

RESPONSIBILITIES:

- Assist with social media content creation for all platforms (Instagram, Tik Tok, Pinterest, etc.) and updating accounts according to set schedule
- Create and maintain relationships with local influencers
- Open to appearing publicly as a brand representative on all social platforms
- Lead quarterly Instagram and TikTok Lives
- Organize and manage marketing collateral
- Assisting with the setup, facilitation and completion of marketing events including photoshoots and other company events outside of business hours
- Helping identify marketing trends and key opportunities for innovation
- Preparing, formatting and editing a range of documents, images, and videos
- Understanding company products and brand

- Provide support to the Marketing department and general office duties
- Maintain schedules for marketing initiatives

REQUIREMENTS:

- Background or experience in creative field
- Demonstrated experience with social media platforms (Facebook, Twitter, LinkedIn, Pinterest)
- Experience with Adobe Creative Cloud (Adobe Photoshop, Adobe Premiere) a plus
- Digital photography and video editing experience a plus
- Effective written and verbal communication skills and copy-editing abilities
- A high level of organization and attention to detail
- Comfort multi-tasking in a deadline driven environment
- Outgoing personality with strong interpersonal and social abilities
- Creating content with an understanding of the brand voice with merchandising and photography as well as editing the content and repurposing it for all media platforms
- Familiarity with Canva, Photoshop/Lightroom, and various editing apps or platforms preferred
- Experience working with e-commerce is a plus
- Ability to collaborate with the team to help guide Mignon Faget's marketing strategy
- Strong desire to learn along with professional drive
- Ability to spot emerging trends
- Ability to work effectively within a team and independently
- Competency in Google workspace applications including Google Docs, Google Sheets, and Gmail

COMPENSATION Hourly rate starting at \$15/hour dependent on experience. Quality-of-Life work hours and a flexible schedule. Generous discount. Option to increase hours as responsibilities grow.

MIGNON FAGET™

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mignonfaget.com