



201 Bree Street, Cape Town, 8001
+27 21 4246290
www.skinnylaminx.com

Who we are

Skinny laMinx is a global design company with a focus on textiles. We design and sell a range of home textiles, products made from our fabrics as well as paper goods and stationery. Our team is small, but our reach is wide, as we not only sell from our shop in Cape Town but also from a local and an international online shop, and through retail stockists around the world.

Skinny laMinx aspires to a high level of quality in the goods we design and produce, and also in the experience we provide to our customers. When people enter our stores – on Bree Street and online alike – or interact with any of our social media channels, we want them to discern our commitment to excellence in every aspect of our work.

Who we are looking for to join the team

We need an online retail sales and marketing manager to join our team. This person must have excellent communication skills to engage with our online presence in a way that will grow our business, build our brand and generate revenue. This will require a high level of proactive and strategic planning, as well as regular presentation of thoughts and ideas around our online presence. Specifically, this planning will be around our online shops, and the way that PR, communications and promotions campaigns can benefit the Skinny laMinx business through strong brand building and increased revenues. We will expect input and feedback on the success of these campaigns.

The Skinny laMinx team is small and flexible, and requires that everyone work together. While this role focuses on online sales and social media marketing, we expect everyone to pitch in wherever help is needed, and in particular, the person who fills this role will be required to help in the Bree Street shop.

We will expect you and the other members of our retail sales and marketing team to have enough knowledge of each others' specific responsibilities to be able to provide cover for each other during times of illness or leave.

Online retail sales and marketing manager – Job description:

PR, communications and marketing

You will work with Heather and Melissa, assisting with the planning and execution of the PR, communications and promotional side of our business. While much of the focus is online, this content is fully rooted in, and influenced by what is happening in our Bree Street shop and in the studio. Your work will entail the following:

- Taking ownership of the Sales & Marketing social media calendar. This is planned approximately two months in advance, but must be flexible enough to allow for changes and current content to be added in where necessary thus adding real-life-time content to bring the planning to life. Planning involves pre-preparation of social media content and advance briefing of images required. These photographs will be taken by our studio design assistant.
- Working with Heather, incorporating her fluid and reactive approach to Instagram and blog posts into the rest of the social media planning.
- Managing the communications, social media and online presentation of the Bree Street shop, two online shops and the Biscuitmill market stand (as well as any other temporary sales platforms that might arise) in a way that is aligned with the Skinny laMinx brand.
- Researching, developing and presenting strategic plans for :
 - promotions that will increase sales across all retail avenues, including reviewing stockroom, scraps, customer feedback, seasonal opportunities, etc.
 - fresh ideas to build and develop a Skinny laMinx fan community using online tools
 - keeping online shops (including their homepages) and Facebook page interesting and freshly curated.
- Co-ordinating/implementing the resultant campaigns/plans, with an analysis and presentation of results.
- Staying up-to-date on current trends in the way social media is run, and providing suggestions and feedback on appropriate applications and platforms for Skinny laMinx to consider. Such research is conducted with the help of online forums found in places like Etsy, Pinterest, etc.

Online shops, and local direct online inquiries:

You will be expected to take ownership of both online shops one local, the other international as well as any direct online inquiries that require local EFT payments. In this work, you will be expected to:

- Make use of the opportunities offered by the online communities of Shopify (Local Online Shop) and Etsy (International Online Shop) to improve, develop and market the online shops.
- Plan, monitor and report back on sales and promotions including feedback from customers to establish best sellers, etc.
- Create regular changes to homepage / product schemes to show goods to best advantage.
- Upload and maintain online listings.
- Manage and maintain stock levels.
- Respond to customer enquiries daily.
- Manage custom production, and custom shipping quotes.
- Coordinate and take responsibility for the packaging and shipment of online orders twice weekly.
- Deal with the reconciliation of shipping costs.
- Keep online records of sales figures and product sales.
- Upload and maintain Etsy wholesale listings.

Bree Street shop:

You will have stand-in sales role duties Monday to Friday, when our Bree Street manager is on leave or ill. You will run the shop on one Saturday a month from 10am – 2pm. This will include having a good knowledge of shop display maintenance.

Please send CVs to astrid@skinnylaminx.com and heather@skinnylaminx.com