



Social Media and Event Coordination Assistant

Who we are:

AshBlue is a locally owned retail business that has been making the world a little better one gift at a time for the last 20 years. Our large showroom is located in the heart of Green Hills between the Green Hills Mall and the Hill Center, on Bandywood. AshBlue offers a wide variety of gifts and home accessories, including jewelry, lighting, bridal registry, live plants, small furnishings and more. AshBlue's iconic blue box with the elegant satin bow is a welcome sight for any gift recipient.

The position:

We are looking for a motivated professional to support the marketing goals of our local Nashville retail store. The ideal candidate has excellent communication skills. They have experience developing and implementing online marketing strategies through social media platforms and email marketing. They will assist in the promotion, planning and execution of in-store events. They will help with website maintenance and development. Overall, they will create and maintain a strong online presence to promote brand awareness, and work closely with store staff and clients on event coordination.

Job responsibilities:

- Develop and implement social media content strategies that align with the store's brand and business goals on Facebook, Instagram and other relevant platforms
- Develop, manage and respond to email lead nurture campaigns
- Manage event coordination for in-store events such as trunk shows, local artist events, charity drives and more; see through from planning to execution
- Manage and maintain company website, staying up to date on upcoming events and store inventory
- Maintain consistency in brand messaging and language across marketing platforms
- Communicate and respond with social media followers in a timely manner
- Track email campaigns, websites and social media analytics; make marketing recommendations based on insights
- Keep up to date on best practices and emerging trends on social media

Job requirements:

- A bachelor's degree in public relations, marketing, event planning or related field
- 1–2 years of experience in a social media or event planning role
- Ability to work independently; self-motivated to drive marketing results
- Strong (oral and written) communication skills with an ability to build relationships
- High level of organization and attention to detail

To apply please email marguerite@ashblue.com with your resume and cover letter.