

Part-Time
End Date: January 31, 2025
Digital Media Ambassador

Department: Marketing

Company: Seoul Magic Limited

Reporting to: Director - Marketing

Seoul Magic is seeking a dynamic and creative **Digital Media Ambassador** to champion its vision across digital platforms. The ideal candidate will amplify our online presence, connect with audiences globally, and promote our unique products and services through engaging and strategic digital campaigns.

Salary Circa: Competitive

Key Responsibilities:

Digital Representation:

- Serve as the face and voice of Seoul Magic on social media, embodying the brand's values and mission.
- Host live sessions, webinars, or virtual events to showcase products and share brand stories.

Content Development:

- Design, create, and publish high-quality, platform-specific content (posts, reels, stories, videos).
- Highlight Seoul Magic's unique products and their connection to Korean culture in a relatable, engaging way.
- Maintain a consistent visual and tonal identity across all digital channels.

Community Engagement:

- Actively interact with followers by responding to comments, messages, and mentions.
- Engage with digital communities, influencers, and relevant interest groups to grow Seoul Magic's reach.
- Create polls, challenges, or interactive content to foster engagement and gather customer feedback.

Trendspotting & Innovation:

- Research and implement emerging trends in digital media and content creation.
- Experiment with creative formats and tools to keep Seoul Magic's content fresh and relevant.

Skills & Qualifications:

- Prior experience in social media management, digital marketing, or brand ambassadorship.

- Proficiency in platforms like Instagram, TikTok, Facebook, and YouTube; knowledge of analytics tools is a bonus.
- Excellent communication and interpersonal skills.
- Deep knowledge of or passion for Korean culture, lifestyle, and trends.
- Ability to multitask and meet deadlines in a fast-paced environment.

What We're Looking For:

- A creative storyteller who can bring Seoul Magic's products and brand values to life online.
- An outgoing personality who loves engaging with people and building communities.
- A proactive individual who stays ahead of trends and can adapt to evolving digital landscapes.

What We Offer:

- Flexible working hours with opportunities for remote work.
- A supportive and collaborative team passionate about sharing Korea's Skin care magic with the world.
- Professional development opportunities, including access to industry tools and training.
- Free products.