

Position Profile:

The Digital Assistant is responsible for providing dedicated support related to the administration and upkeep of CURiO's digital presences. This role is also responsible for coordinating and participating in departmental activities and acting as a point of contact for tracking and assimilating information to keep teams and departments well informed.

Work Responsibilities:

Core Responsibilities:

- Execute tasks that support the day-to-day operations of departmental processes and projects
- Participate in department projects and activities
- Provide assistance to managers and the department overall
- Provide administrative support, compile research and prepare reports
- Facilitate communication, meetings and/or events

Assist in the day-to-day operations of Thymes.com, Capri-Blue.com, Thymesnet.com, Curiobrand.com, Curionet.com and all other digital properties

- Create, audit, update and remove digital content using various content management systems, ensuring consistent, relevant information
- Set up and administer promotions
- Assist in testing all digital functionality, report problems and take action to correct
- Participate in executing digital initiatives and cross-departmental projects

Aide in digital marketing

- Execute approved digital content as directed
- Proof and edit copy for online content
- Collaborate on social media communications
- Assist with customer service for digital interactions
- Maintenance of standard reports utilizing internal and external tools
- Analyze websites and identify opportunities for improvement

Administration

- Data entry and documentation for digital needs and reporting
- Research and compile competitive information
- Order entry and mailing execution for initiatives as needed
- Special projects as determined
- Maintain online resources and databases
- Maintain recruiting postings on websites to provide potential candidates with accurate information

Resource for Ecommerce Customer Service

- Investigate website issues and questions
- Correspond with lab, shipping and packaging on customer questions
- Engage with consumers for online contests and other campaigns.
- Keep Customer Service informed of upcoming digital promotions and activities

Document processes and coordinate, create, update and test job-related standard operating procedures

General Responsibilities:

- Follows all policies and procedures of the company. Works cooperatively with all departments, maintaining a positive work atmosphere by acting and communicating in a manner that promotes cooperation with co-workers, supervisors, and managers.

- Maintain individual skills, keeping up to date with latest best practices, trends, concepts, and regulations in the specific job area.
- Manage time effectively, meet personal goals and work effectively with other members of the team to meet CURiO goals.
- Follows all safety guidelines and polices. Makes supervisor/manager immediately aware of any observed safety issue. Keeps work area clean and organized.

Position requires extended work hours as necessary to meet seasonal deadlines. May also require weekend work.

Performs other work as assigned.

Minimum Qualifications

- High school diploma or equivalent
- Two years' experience with data entry

Computer and/or software qualifications:

- Intermediate level of proficiency in Microsoft Excel, Microsoft Word, Power Point
- Basic level proficiency in social media platforms required, including but not limited to: Facebook, Instagram, Twitter, YouTube, Linked-In, Pinterest, Google +, Tumblr, Flickr, etc.

Core Competencies:

- Strong skills in proofreading and/or copy editing, eye for details
- Ability to quickly learn and put into practice new systems or tools
- Ability to be adaptable, flexible, and proactive
- Excellent organizational and time management skills
- Ability to successfully handle difficult situations
- Strong and professional communication and correspondence skills
- Ability to maintain and protect company proprietary information
- Ability to work independently with little supervision
- Ability to prioritize work assignments and meet tight deadlines

Preferred Qualifications:

- Associates degree or equivalent work experience
- Experience in customer service related field
- Understanding of HTML/CSS
- Experience working with online content management systems, email application tools, analytics tools, or other web-based technologies
- Basic proficiency in design and production software; most current Adobe CS (Photoshop, InDesign, Illustrator, Bridge, Acrobat Distiller, Flash, Dreamweaver) as well as all industry standard software.

Preferred Competencies:

- Ability to analyze data, anticipate trends and provide recommendations

Travel Requirement: Less than 10%

Working Environment and Physical Demands:

- General office environment: Works generally at a desk in a well-lit, air-conditioned cubicle/office, with moderate noise levels
- Ability to sit for hours at a time, viewing computer monitor and using telephone on a constant basis; some walking and standing relative to interaction with other personnel
- Occasionally required to lift and/or move items weighing 10 – 15 pounds

- Occasional exposure to work near moving mechanical parts and areas where equipment/product reaches high temperatures is possible.
- Occasional exposure to dusty and fragrant conditions, varying temperature levels, and high noise environments is possible.
- Periods of stress may occur