

## Social Media Executive

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Company: Zalora

Location: Taiwan

Category: other-general

ZALORA is Asia's leading online fashion platform, offering a wide range of fashion and lifestyle products to customers across the region. As a Social Media Executive at ZALORA Taiwan, you will play a crucial role in enhancing our brand presence, engaging with our community, and driving our digital marketing efforts.

### **Key Responsibilities:**

#### **Social Media Management:**

Develop, implement, and manage social media strategies to increase brand awareness and engagement.

Create and curate compelling content for various social media platforms including but not limited to Facebook, Instagram, TikTok, and others.

Monitor, respond to, and engage with followers and customers in a timely and professional manner.

Analyze social media metrics to measure the effectiveness of campaigns and make data-driven decisions.

#### **Content Creation:**

Produce high-quality visuals, videos, and written content that aligns with ZALORA's brand voice and aesthetic.

Collaborate with the creative team to develop innovative and engaging content ideas.

Schedule and publish content across social media platforms using social media management tools.

**Community Management:**

Build and nurture relationships with influencers, bloggers, and brand advocates.

Organize and execute social media campaigns, contests, and promotions to drive user engagement and growth.

Monitor social media trends, industry news, and competitor activities to identify opportunities and best practices.

**Collaboration and Reporting:**

Work closely with the marketing, PR, and e-commerce teams to align social media efforts with overall business goals.

Prepare regular reports and presentations on social media performance, insights, and recommendations.

Stay updated with the latest social media trends, tools, and best practices to ensure ZALORA's competitive edge.

**Qualifications:**

Bachelor's degree in Marketing, Communications, or related field.

2+ years of experience in social media management, preferably in the fashion or e-commerce industry.

Strong understanding of social media platforms, algorithms, and best practices.

Proficiency in content creation tools such as Canva.

Excellent communication, writing, and interpersonal skills.

Analytical mindset with the ability to interpret social media metrics and analytics.

Fluency in both Traditional Chinese and English is required.

## **What We Offer:**

Competitive salary and performance-based bonuses.

Opportunity to work in a dynamic and fast-paced environment.

Career growth and development opportunities within the company.

Comprehensive benefits package including health insurance, retirement plans, and more.

Fun and inclusive company culture with regular team events and activities.

Join our passionate team and help shape the future of fashion e-commerce in Taiwan! If you are creative, driven, and enthusiastic about social media, we'd love to hear from you.

Apply now and let's make fashion accessible to everyone, everywhere!

## **Wonder how it's like to build your career with ZALORA? Inspired by employees, we believe y**

An exciting platform to make your success story

Have the utmost care for your mental and physical wellbeing

Flexibility weaved into your lifestyle

A seamless work environment with a friendly & team-fueled culture

Career growth aligned to your professional and personal needs and goals

Want to stay ahead with our developments? Follow us at our **LinkedIn** page and know more about

## **The ZALORA Story**

ZALORA is Asia's leading online fashion, beauty and lifestyle destination, part of Global Fashion Group. As one of the region's pioneer large scale e-commerce platforms, ZALORA has established a strong presence throughout the region, particularly in Singapore, Indonesia, Malaysia, Brunei, the Philippines, Hong Kong, and in Taiwan, enjoying over 50 million visits per month.

ZALORA is not obligated to accept resumes from any third parties on behalf of potential candidates for any position (advertised or otherwise) by any means unless ZALORA has

executed a written agreement with such third party and has expressly requested such third party for candidate referrals. Third parties who provide unsolicited resumes of candidate(s) shall waive and forfeit all rights to claim for any placement fees or referral fees in the event that such candidate is eventually engaged or employed by ZALORA or Global Fashion Group.

### **Consent Disclaimer**

By submitting your application for this role, you consent to ZALORA collecting, using and processing through and in ZALORA's systems all personal data included in or provided in relation to your application. The purposes for such collection, use and/or processing shall be for conducting of ZALORA's recruitment requirements for the present role, and identifying and evaluating other roles and career opportunities within ZALORA which you might be a good fit for.

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