

# Tara Bernerd

## & Partners

### Join Our Team: Social Media Editor

#### About Us:

Tara Bernerd & Partners is an internationally renowned interior architectural practice based in Belgravia, London. The practice works on a global platform and prides itself on its intelligent approach to interior space-planning and design. The studio has a portfolio of high-end, luxury hotels, resorts, restaurants, and commercial and private residences in North America, Europe, Asia and beyond. Key clients include Four Seasons, Rosewood Hotels & Resorts, Belmond, Starwood Capital, Related, and Palace Hotel Group.

#### Job Overview:

We are seeking a talented and dynamic Social Media Editor to join our team. The ideal candidate will have a passion for the luxury market and interior design with a proven track record in managing and growing social media platforms. This role requires a creative thinker who can develop engaging content, drive brand awareness, and enhance our online presence.

As Social Media Editor you will support the Head of Communications in overseeing the delivery of Tara Bernerd & Partners' social media channels. The long-term objective is to nurture and grow our social media channels by improving engagement and reach as well as expanding into new platforms.

#### Key Responsibilities:

- **Content Creation and Curation:**
  - Develop and implement a compelling social media strategy aligned with our brand's vision and goals.
  - Create, curate, and manage high-quality, visually appealing content across all social media platforms (Instagram, LinkedIn, YouTube, and others).
  - Collaborate with our design team to showcase our projects through visuals, behind-the-scenes content, and stories.
  - Assist in filming and editing videos to produce high quality and engaging content.
- **Social Media Management:**
  - Propose an effective schedule to publish posts, ensuring a consistent brand voice and aesthetic.
  - Monitor and respond to comments, messages, and inquiries promptly to foster community engagement.
  - Utilise social media management tools to analyse performance metrics, track engagement, and optimise content strategy.
  - Plan and execute targeted social media campaigns to promote new projects, product launches, events, and collaborations.
- **Trend Analysis and Reporting:**
  - Stay up-to-date with social media trends, tools, and best practices.
  - Provide regular reports on social media performance, including insights and recommendations for improvement.

**Qualifications and Skills:**

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in social media management, preferably within the luxury, interior design or hospitality industry.
- Strong understanding of visual aesthetics and experience with graphic design tools (e.g. Adobe Creative Suite, Canva).
- Creative, strategic thinker with excellent problem-solving skills.
- Proven track record of growing social media followings and engagement.
- Solid understanding of marketing principles and strategies.
- Strong communication skills and the ability to collaborate effectively with team members.
- Self-motivated with the ability to work independently and meet deadlines.
- Passion for luxury interior design and a keen eye for detail.
- Exceptional written and verbal communication skills.

**Why Join Us:**

- Opportunity to work in a dynamic and creative environment.
- Room for growth and professional development.

If you are passionate about social media and have a flair for graphic design, we want to hear from you! Please send your CV and Cover Letter to [nina@tarabernerd.com](mailto:nina@tarabernerd.com).

[www.tarabernerd.com](http://www.tarabernerd.com)