

TikTok Shop Livestreamer

Key Responsibilities:

1. Livestream Hosting:

- Host livestreams on TikTok Shop, showcasing fashion products with detailed descriptions, demonstrations, and answering viewer questions in real-time.
- Maintain high energy and fast-paced speech and delivery style on stage to keep the audience engaged.

2. Content Preparation:

- Collaborate with the marketing and product teams to script key talking points, understand product features, and prepare appealing visuals.
- Stay updated on product details, promotions, and styling trends to ensure effective product representation.

3. Audience Engagement:

- Foster a welcoming and interactive environment by responding to viewer questions, comments, and feedback during live sessions.
- Strategize to grow viewership, enhance participation, and build a loyal audience base.

4. Sales and Performance Tracking:

- Monitor the performance of livestreams, including viewer engagement, sales conversion, and customer feedback.
- Work diligently with insights and recommendations gained from each session to improve future live sessions.

5. Brand Representation:

- Act as a professional and approachable brand ambassador, maintaining alignment with company values and messaging.
- Ensure compliance with TikTok Shop policies and platform standards.

Ideal Candidate Profile:

- Demographics: Female, aged 25–60.
- Expertise: Strong background in styling and fashion, with the ability to provide valuable insights on product presentation and usage.
- Communication Style: Approachable, energetic, and able to maintain a fast pace of speech.
- Experience: Previous experience in sales, public speaking, or live streaming.
- Work Ethic: Ambitious, self-motivated, and goal-oriented, with a strong drive to succeed.

Key Performance Indicators (KPIs):

- Viewer engagement metrics (e.g., average watch time, comments, shares).
- Sales generated during and after live streams.
- Growth in TikTok Shop followers and repeat viewers.
- Positive audience feedback.