ALMINE RECH

Job position – Social Media Manager

Job description:

Working closely with the Director and Artistic Coordinator and the Global Marketing Manager, the Social Media Manager will have the following responsibilities:

- Develop, implement and manage our social media strategy by maintaining a solid and pertinent online presence
- Create, schedule and publish content across multiple social media channels ensuring alignment with the broader marketing, campaigns and editorial plans
- Using social media marketing tools to create and maintain the company's brand
- Moderate social media content in collaboration with the team (comments and private messages)
- Develop a relationship with influencers
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Deliver regular reporting and analysis, setting KPIs and driving results
- Monitor SEO and user engagement and suggest accordingly content optimization
- Other tasks assigned by the Director and Artistic Coordinator and/or the Global Marketing Manager

Required profile :

He/she is a trusted individual who will work in a position requiring:

- 3 years of experience as a Social Media Specialist or similar role
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram and other social media best practices
- Understanding of SEO and web traffic metrics
- Familiarity with online content, webtools and Google Analytics
- Good understanding of social media KPIs
- Great interpersonal, presentation and communication skills
- Independent and proactive, creative and innovative
- Autonomous and rigorous
- Excellent ability to multitask and prioritize workload in a fast-paced environment
- Native English speaker or fluent in English
- Master's degree in Marketing/Communication or a related field

Start date :

As soon as possible

Location :

Monaco, Nice and neighbouring towns

Salary :

Salary to be negotiated based on candidate profile and experience

Company website :

https://www.alminerech.com/

Additionial information :
Application to be sent to the following address: recruitment@alminerech.com