

Job Description

Senior Social Media Manager

Responsibilities:

- **Social Strategy & Planning** - Work with the client team/social team on developing the general social strategy, ideation. A Social Strategy which includes Community Management as well as Advertising on Social Platforms as well as analytics.
- **Moderation & Customer Service** - Responsible for posting content on Facebook and the conversation moderation around that content as well as moderation of user generated content (not only limited to customer service inquiries but also engaging with customers who share compliments). Assist customers with service needs/complaints (direct them to the appropriate outlets)
- **Editorial Calendar** – Work with the social team to write editorial copy for distribution to the community. Calendars are typically produced weekly or monthly for internal and client approval.
- **Creative Development** – Work with the team on the development & execution of engaging activations, contests, games, events etc. Generate innovative ideas for driving engagement on the social platform.
- **Paid Social Advertising** - Full ownership of executing Facebook CPC/CPM campaigns. Duties include: preparing the offer, launching, optimization and reporting, occasional ad text copy development.
- **Reporting & Analysis** – Produce regular client and internal reports regarding the community management performance vs. client benchmarks with the use of Facebook Insights and other available online analytics tools
- **Research** – Audit competitors' online and social media efforts as well as general market research to ensure that the client is up to speed with all trends and pertinent competitor information.
- **Work Time** - Flexibility to work some evenings and weekends, only in crisis situations; regular work hours are 9am-5pm/Monday-Friday.

Skills:

- Passion for Social Media & Emerging Technology: You have a passion and intellectual curiosity for social media, mobile and digital emerging / converging technologies, you keep abreast of the latest industry news, vendors and are savvy on social media marketing best practices.
- Writing & Communication: You have proven excellent communication skills and are empathetic and patient when dealing with difficult situations. You have an impeccable command of the German as well of the French language; you do not make grammatical and punctuation mistakes.
- Project/Management & Organization: You must be a detail-oriented multitasker with the ability to lead several projects at once while still delivering the best work quality to the client.
- Creativity: You have the ability to develop & execute social media strategies that are aligned with the client's business goals. You are also able to coordinate the development of visually pleasing creative materials.
- Client Facing: Proven experience interfacing directly with the client via phone or in-person meetings.
- Positive Attitude: In social media, as this is very much a people's business, we are sometimes faced with difficult moments & interactions. It is important that you are able to have a positive outlook on the situations that you are faced with and to always take pride in the quality of work produced.
- Team dedicated: You work in a team working environment. Mutual support also outside of defined workload is expected.

Language: German / French fluent