



SOCIAL MEDIA MANAGER

Rubio Monocoat is a leading brand of Wood Protection products and is part of the Muylle Facon group, located in Izegem Belgium with activities in almost 100 countries and a growing market share in Germany. We are seeking to strengthen our presence by investing in our digital profiles.

For this purpose, the group is looking for a Social Media Manager to assist the Director of Sales in our strategic Objectives.

Who we are looking for

We are seeking a meticulous and creative social media manager for the management and **content generation of social media channels** (with a focus on Instagram, YouTube and Facebook) for Rubio Monocoat. The role will ensure that Rubio Monocoat has a strong social and local presence that delivers **engaging content, builds brand identity, communicates key messages, addresses challenges, and drives conversions**. Your work will help build Rubio Monocoat as a market leader, support campaign activity, engage and develop the target audiences across both organic and paid activity. Working closely with internal stakeholders and an agency you will implement our social media strategy and content plan and ensure this is rolled out throughout our communication channels.

Social Media Manager Responsibilities

- › Implement a program of social media activity across Instagram, Twitter, YouTube, Facebook and potentially LinkedIn. Optimise content for these channels to deliver agreed metric.
- › Performance reporting and improvement recommendations for social content and channels to deliver business objectives. Manage and propose social media investment.
- › To be the primary contact for all social media, planning and coordination within the business, and for external digital providers.
- › To provide social media expertise to the internal comms teams and agree a calendar of activity, manage messages across channels and work with our global team ensure customer interactions are managed to a high standard.

Desired Knowledge / Experience / Skills

Proven social media experience managing organic and paid social media activity including demonstrable experience of making insight-based recommendations to improve effectiveness and reporting on ROI with ability to demonstrate results achieved through social platforms.

Requirements

- › Extensive marketing skills, including comprehensive knowledge of marketing principles and integrated marketing.
- › Proven experience working with digital marketing and content creation.
- › Effective time management skills and the ability to prioritise.
- › Excellent interpersonal skills and the ability to develop effective working relationships at a senior level.
- › Strong communication skills, both written and verbal.
- › Excellent Influencing skills – will require ability to get buy-in and effective results from people not reporting directly to the job holder.
- › A high level of creativity.
- › Proficient in Facebook Insights, Facebook Ads Manager, remarketing and audience segmentation, Instagram, Twitter, LinkedIn, design edits and Excel.

Job Specific Accountabilities

- › Develop a social media strategy and set goals to increase brand awareness and increase engagement.
- › Engage and grow social media platform followers and target specific groups.
- › Manage all social media channels such as Facebook, Twitter, Pinterest, Google+ and Instagram.
- › Plan content and delivery and use relevant tools to manage multiple social media channels.
- › Develop and manage campaigns that promote Rubio Monocoat's brand.
- › Create engaging multimedia content and/or outsource this effectively.
- › Form key relationships with influencers across the social media platforms.
- › Manage and facilitate social media communities by responding to social media posts and developing discussions working with ops.
- › Monitor and report on performance on social media platforms using tools such as Google Analytics.
- › Educate other colleagues on the use of social media and promote its use within Rubio Monocoat.
- › Maintaining and monitoring emails, assigning tasks to appropriate member of the team, updating action trackers, status logs and ensuring response within agreed SLAs.

Social Media Manager Requirements

- › High School Diploma
- › An Associate's or bachelor's degree in Marketing or similar preferred
- › Previous experience in Social Media Management, or a similar role
- › Exceptional interpersonal and customer service skills
- › Experience with industry software such as Magento, Google Analytics, Facebook Ad Manager or similar
- › Advanced knowledge of administrative recordkeeping
- › Familiarity with sales reports and sales records with software like Xero

Social Media Manager Benefits

- › Excellent base salary with performance related bonuses and rewards
- › Benefits package including pension
- › 20 Days Holiday Per Year
- › Clear KPIs, achievable goals and regular appraisals within a growing exciting business
- › Experience with industry software such as Magento, Google Analytics, Facebook Ad Manager or similar
- › Training and development courses available as appropriate

Are you interested?

Is this job something for you? Then be sure to submit your CV to Jesper Frøkjær-Jensen:
jesper@rubiomonocoat.com

Is this job something for you?

Then let us hear from you today. Mail your CV to **jesper@rubiomonocoat.com** and you will hear from us soon. Good luck!
