



## COMMUNITY MANAGER

Interested in working in an energetic multinational in full development? Rubio Monocoat is a leading brand of environmentally friendly oils for wood protection and colouring for interior, exterior and industrial use. We are 100% "made in Belgium". On top of our headquarters in Izegem, we are active in 82 countries and we have a growing market share in Germany. As a result of our continuous growth, we are seeking to strengthen our presence by investing in our digital profiles.

For this purpose, we are looking for a Community Manager in Germany to grow our social channels. You will receive extensive training to learn and execute our Social Media DNA from our existing team of Community Managers in the region.

### Who we are looking for

We are seeking a meticulous and creative Community Manager for the management and **content generation of social media channels** (with a focus on Instagram, YouTube and Facebook) for Rubio Monocoat Germany (eventually for the whole DACH-region: Germany, Austria, Switzerland). The role will ensure that Rubio Monocoat Germany 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 2024 social media strategy and content plan and ensure this is rolled out throughout our communication channels.

### Responsibilities

- › Implementing a program of social media activity across Instagram, Facebook and potentially LinkedIn. Optimizing content for these channels to deliver agreed metric.
- › Performance reporting and improvement recommendations for social content and channels to deliver business objectives.
- › Being the primary contact for all social media, planning and coordination within the business, and for external digital providers.
- › Providing social media expertise to the internal comms teams and agreeing a calendar of activity, managing messages across channels and working with our global team to ensure customer interactions are managed to a high standard.

### Desired Knowledge / Experience / Skills

- › Experience working with digital marketing and content creation
- › Effective time management skills and the ability to prioritize
- › Excellent interpersonal skills and the ability to develop effective working relationships
- › Strong communication skills, both written and verbal
- › A high level of creativity

#### Is this vacancy cut out for you?

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



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### 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, Instagram, LinkedIn and Pinterest
- › 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 brand ambassadors 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 provided by us
- › 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

### Social Media Manager Requirements

- › Previous experience in Community Management, or a similar role
- › Exceptional interpersonal and customer service skills
- › Experience with software such as video editing and Photoshop or similar
- › Knowledge of administrative recordkeeping

### Social Media Manager Benefits

- › Excellent base salary with performance related bonuses and rewards
- › Benefits package including pension
- › Holidays according to local regulation
- › Clear KPIs, achievable goals and regular appraisals within a growing exciting business
- › Training and development courses available as appropriate

### Are you interested?

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### Check our channels:

[Facebook](#) [Instagram](#) [LinkedIn](#)



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