

Recruteur	
Référence	24D1712674785
Titre de l'offre	Social Media Manager
Description de la mission	LUCRIN Geneva is looking to hire a dynamic Social Media Manager to develop its social media strategy. In this role, you'll be responsible for overseeing the company's social media communications, including developing social media strategies, creating the right content for each platform, building a strong following, and engaging with these diverse communities effectively. We are seeking a creative professional with robust project management experience and exceptional communication skills.

RESPONSIBILITIES:

Build the social media strategy including Facebook, Instagram, LinkedIn, TikTok and Pinterest
Lead and recruit on these social networks
Manage these different communities
Develop, implement, evaluate, and continuously optimize the social media strategy (influence presence, visibility, content, advertising campaign) to develop each network.
Define performance indicators and manage the analysis of social data
Understand and evaluate current trends, dynamics, and new forms of communication on social networks
Imagine innovative activations and campaigns, likely to make the brand emerge in a competitive environment,
Organize the implementation of editorial calendars, from proposing content to writing posts.
Manage the creation, production, and adaptation of content for our social media platforms, internally or with different service providers (agencies, freelancers, photographers, etc.).
Identify influencers with whom to collaborate and co-create according to the defined brand strategy.
Ensure a close link with the Marketing, PR & Media, and E-commerce teams to ensure that our networks broadcast a coherent image while being commercially efficient.
Define and monitor the budget necessary for social media management activities (activation and tools)

Type de contrat	CDI
Télétravail	Non spécifié
Client	LUCRIN
Description de la société	Founded in 1994, LUCRIN Geneva is the preferred brand of leather connoisseurs and neophytes worldwide, with a current online presence in 20 countries. Demonstrating traditional and sublime craftsmanship through leather accessories designed for you, LUCRIN Geneva is a rapidly growing company with international teams, currently expanding its communication department.
Localisation	Genève
Pays	Array
Description du profil	QUALIFICATIONS:

Education: A bachelor's degree in marketing, business, or a related field is required.
Qualifications or experience in influencer management is a strong advantage.
Social Media Expertise: Proficiency in executing social media strategies across platforms, including Instagram, Facebook, TikTok, and LinkedIn.
Analytics: A solid understanding of social media analytics and experience in compiling regular reports
Communication: Excellent verbal and written communication skills
Adaptability: An enthusiastic attitude and flexibility to adapt based on data and brand needs.
Passion: A genuine passion for social media, and influencer marketing, and a willingness to explore new technical solutions and partnerships to improve performance.

Creativity: A creative and innovative thinker who collaborates effectively with the team.

Project Management: Ability to manage multiple complex projects simultaneously, with an entrepreneurial spirit and the ability to work with agility under pressure.

Language Skills: Complete fluency in English and French (at least C1)

Profil Marketing / Communication
Secteur Biens de consommation non-food