

Universidade do Minho

Bolsa de Emprego - Oferta de Emprego

Oferta de Emprego

Empresa	Salsa
Descrição da função	Social Media Specialist

Publicação

Data de criação	04/02/2020
Data limite de candidatura	29/02/2020
Data da última atualização	04/02/2020

Perfil pretendido

Tipo de oferta	Emprego
Escolaridade	Licenciatura
Função	Marketing e Vendas

Descrição

Perfil pretendido SALSA is a leading Portuguese company in the Retail and Fashion business with an International Brand of Jeans and accessories for Men and Women with effective sales to the consumer of more than 200M € in more than 35 countries. To ensure the strategy of growth and internationalization, plans to select for the company headquarters in Vila Nova de Famalicão: Social Media Specialist

Joining the Digital area and reporting to the Digital Director, in close collaboration with the internal areas of the company such as Brand, Sales, Product, R&D, Web Channel, Photo Studio, etc. will have as main Responsibilities:

- Work on the development, implementation and management of Salsa's social media strategy and set goals to increase brand awareness, engagement and sales;
- Manage all social media channels such as Facebook, Pinterest, Instagram and others;
- Plan content and delivery and use tools like Asana to manage content creation with other teams;
- Manage and oversee social media content;
- Partner with creative staff to develop visual assets for social media. Work with copywriters and designers to ensure content is informative and appealing;
- Collaborate with Marketing, Sales and Product Development teams;
- Monitor user engagement and suggest content optimization;
- Supervise all aspects of social media interaction between customers and the company, and ensure a positive customer service experience;
- Measure the success of every social media campaign;
- Stay up to date with latest social media best practices and technologies.

Profile:

- Minimum 2 years of experience in managing Social Media Channels;
- Social Media Strategist using Social Media for Brand Awareness and Sales;
- Degree qualification in Marketing, Digital Marketing, Technologies, Economics, Management, or related;
- Deep expertise and understanding of best practices for key social media platforms (Facebook, Instagram, Pinterest, Twitter, Youtube), knowledge of other social media networks is a plus, such as understanding of SEO and web traffic metrics;
- Excellent verbal and written communication skills;
- Good organizational and time management skills, with capacity to prioritize and work across multiple projects;
- Good understanding of social media KPIs;
- High-level attention to detail and accuracy;
- Critical thinker and problem-solving skills;
- Passion for social media and taste for fashion;
- Ability to work within a team and independently;
- Strong decision capacity, organization, planning, dynamism, and proactivity;
- Good knowledge of English, written and spoken, being appreciated the knowledge of other language.

Offer:

- Integration in a young and dynamic team, with professional and career development according to performance;
- Participation in national and international projects;

- Competitive conditions in the market;
- Several brand and company discounts;
- Possibility of having health insurance, remote and flexible work;
- Benefits in sports activities, and others benefits (banks, hospitals, travel agencies, gyms, etc.).

We guarantee total confidentiality in the treatment of all applications received.
 If you think or feel that you fit the requirements and profile, please send us your curriculum Vitae updated and tell us your motivation for the job by clicking on the following link: <https://app.jobvite.com/j?cj=o9A2bfwG&s=Universidades>

Número de vagas	1
País	Portugal
Distrito	Braga
Condições oferecidas	<p>Offer:</p> <ul style="list-style-type: none"> •Integration in a young and dynamic team, with professional and career development according to performance; •Participation in national and international projects; •Competitive conditions in the market; •Several brand and company discounts; •Possibility of having health insurance, remote and flexible work; •Benefits in sports activities, and others benefits (banks, hospitals, travel agencies, gyms, etc.).
Contacto	Miguel Maia
Observações	

Cursos

Sem cursos preferenciais.