

## Social Media Manager

Company: Lefebvre Sarrut

Permanent position

You are dynamic, passionate about digital and you want to work for a leading group in the process of a digital transformation?

Your main qualities will be curiosity, rigour, autonomy, creativity and writing skills in English and French.

Within the Communication Department and under the supervision of the Communication Director, you will be responsible for the editorial line of our social networks, in charge of the animation of our accounts (Twitter, LinkedIn, Facebook, Youtube) and the support of our employees on these different channels.

On a daily basis, you will participate in the identification of trends and adapt content to make it accessible to the various targets. Your actions will help to develop the visibility and e-reputation of the Lefebvre-Sarrut Group and the Lefebvre Dalloz brand on social networks in France, as well as to increase our communities and build loyalty.

Within the Group Communication Department, you will work closely with the internal and external communication managers, the market managers of the different activities of the Group as well as with our external service providers.

### **As a Social Media Manager, your tasks will be as follows**

- Definition & implementation of the planning according to the social accounts (Twitter, Facebook, LinkedIn, YouTube)
  - Management of the Employee Advocacy platform
  - Production of messages for the social networks
  - Production of live tweets during important events
  - Creation of visuals (infographics...)
  - Management and animation of accounts: uploading, interaction with communities
  - Performance monitoring: creation of a quality/quantity dashboard & optimisation recommendations
  - Monitoring of our activity and trends in social network usage (particularly competitive monitoring)
  - Daily monitoring of sensitive news that could impact our e-reputation
  - Supporting and raising awareness of employees to develop their digital presence and promote our content (design - writing - updating of guidelines)
- Management of paid media campaigns (recommendations, budget optimisation and qualitative and quantitative reporting)

### **Profile required**

A graduate of a business/communication/journalism school or equivalent university level, you have a minimum of 3 years' significant experience in a communication agency or within the communication department of a large company as a Social Media Manager.

You have excellent writing skills. You also have a creative and inquisitive mind and follow the latest Social Media news, major media and business news in France and abroad on a daily basis. Your knowledge of the sector, products and key players (influential personalities, bloggers, websites, etc.) would be an asset. Your ability to make proposals and your capacity to analyse and summarise will be essential qualities for the success of this mission.

Your level of English is fluent.

You have a good command of Photoshop and have some knowledge of web design. You are at ease with office tools (Office Suite, Sharepoint, etc.).

Please send your resume to the contact below

Contact : [jill.ledger10@gmail.com](mailto:jill.ledger10@gmail.com)