NU SKIN IS HIRING A SOCIAL MEDIA EXPERT FOR PERMANENT UNDEFINED.

Date : 08/12/2017

Job reference : 59db62d4c8ee2e0015ed148a-22935185

Type of contract : Permanent
Localisation : Mainz 55118, DE
Contract duration : Undefined
Level of studies : Bac +3
Years of experience :

Company description :
Nu Skin is an American direct sales company which has marketed already more than 200 first class skincare and nutritional supplements products. The German office is situated at a central and accessible location in the city center of Mainz. Here you will join a team of 8 dedicated co-workers. Visit us on Facebook or at www.nuskin.com

Job description :
Are you a social media addict with hands on experience with all social channels from Facebook and Instagram To Snap Chat, Messenger and WhatsApp? Are you passionate about the newest apps and technologies? Then join our Sales and Marketing team in our brand-new office in Mainz as Marketing specialist!

To support the Central European markets, we are currently looking for a SOCIAL MEDIA EXPERT - Central Europe.

ROLE DESCRIPTION:

As a Social Media Expert, you will develop original content and suggest creative ways to attract more customers and promote our brand. Ultimately, you should be able to increase social media traffic and customer engagement metrics aligned with broader marketing strategies. If you are a tech-savvy professional, experienced in social media, we would like to meet you.

In this role you will have following responsibilities:

Set and implement social media and communication campaigns to align with marketing strategies
Provide engaging text, image and video content for social media accounts
Designing posts to sustain readers’ curiosity and creating buzz around new products
Ability to create visual to support local needs (flyers, digital posts, mini videos, etc)
Monitor and report on feedback and online reviews
Participate in events to build community and boost brand awareness
Coordinate with several teams to ensure brand consistency on Social Media Channels
Liaise with Development and Sales departments to stay updated on new products and features
Measure web traffic and monitor SEO for specific countries
Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
Develop an optimal posting schedule, considering web traffic and customer engagement metrics
Suggest new ways to attract users on the existing social media pages

Required profile :
QUALIFICATIONS:

Digital native - hands-on experience with all social channels from Facebook and Instagram to Snap Chat, Messenger and WhatsApp
Knowledge of Photoshop, Coreldraw, Adobe Premiere
Knowledge of HTML is a plus
Strong affinity with Marketing Communications and in particular social media
Excellent English and German skills, both written and verbal.
Ability to interpret web traffic and online customer engagement metrics
Experience launching community initiatives (e.g., building an online forum, launching an ambassador program, creating an event series and writing and able to feed social media channels with appropriate content and story telling
Ability to grasp future trends in digital technologies and act proactively

PROFILE:
You possess a creative mind
You possess strong organizational and analytical skills
you are pro-active and result driven
you are open and curious to constantly learn new things in the field of Marketing
you are structured, know how to prioritize and work with tight deadlines
you have excellent communication skills
You maintain a positive and uplifting work environment by possessing an enthusiastic and energetic personality
You are willing to travel on a regular basis within Central Europe and less frequent within the EMEA region and to our US HQ.

To apply: https://apply.multiposting.fr/jobs/4939/22935185