



Social Media Coordinator

Location: Europe (NL, SE, NO)

Due to very fast-growing interest and demand, Vinturas is recruiting a Social Media Coordinator in Europe (The Netherlands, Sweden, or Norway).

As a Social Media Coordinator, you will develop original content and suggest creative ways to attract more customers and promote our brand.

The ideal candidate is a person with a passion for social media. You are extremely familiar with the best practices of Google, LinkedIn, Instagram, and other social media with the goal of creating innovative, captivating content that drives followers and traffic to our website.

This position also monitors and enhances the experience of prospects who find us through social media and convert them into sales-qualified leads. In addition, this person must be focused on the quality of our content across all social media and our website.

Creativity, flexibility, and the desire to achieve excellence are essential to success in this role.

This is an excellent opportunity to work for a fast-growing and disruptive global scale-up company, that has built the first cloud-based supply chain interoperability and network solution in the Finished Vehicle industry, using blockchain technology.

Responsibilities:

- Design and implement a social media plan and guidelines that align with our marketing strategy and business goals
- Lead social media and website, resulting in and better content and increased exposure.
- Design posts to sustain readers' curiosity and create interest in new products.
- Develop a content strategy, including a content calendar, posts, and responds to posts in a timely manner.
- Develop social media content plans that are consistent with the company's brand identity.
- Create consistent, meaningful content on all social media platforms, including (co)writing, and editing social media posts, improving engagement, and promoting social media campaigns.
- Responsible for the creation and execution of all digital ads and campaigns on social media.

- Monitor and evaluate the company's social media presence and performance.
- Prepare monthly reports on social media marketing efforts.
- Suggest recommendations to adjust the social media marketing strategy for optimal results.
- Stay up to date on best practices and emerging trends in social media.
- Work closely with other employees, management, our Marcom agency, and other suppliers.
- Train co-workers to use social media in a cohesive and beneficial way.

Minimum Qualifications:

- Educational degree in Marketing or New Media.
- 3+ years of experience in social media marketing, ideally in the B2B tech/enterprise software space.
- Prior experience driving social strategy and day-to-day execution in a cross-functional organization.
- Exceptional writing skills and ability to translate complex topics into simple, digestible, buyer-oriented copy.
- Expertise in multiple social media platforms.
- In-depth knowledge of SEO, keyword research, and Google Analytics.
- In-depth knowledge of social media content creation, how to develop engaging posts, and how it translates into building brand awareness and increasing engagement.
- Experience working with remote and global teams
- Strong social media and PC skills.
- Experience in the Automotive industry is a plus.
- Experience or understanding of private blockchain technology is a plus.
- Ability to learn and pick up on our products and articulate the distinct aspects of products and services.



- Native or fluent English language skills are required, any other language is a big plus

Other

- Office location: remote, home office

Please send your application to: hr@Vinturas.com