

Social Media Expert - QO Amsterdam



Locatie **Noord-Holland, Amsterdam**
<https://www.advertentieux.nl/x-979628-z>

Bij het QO willen we je graag op een nieuwe, dynamische manier inspireren. We hebben één uniek element overal in het QO doorgevoerd en dat zorgt voor een energiek verblijf voor onze gasten. The element of energy is wat het QO uniek maakt en jou een goed gevoel geeft. Ontdek ons verhaal van de kas op het dak en het comfort van onze kamers tot onze inspirerende restaurants en bar.



FOTO WORDT VERWERKT

Al onze in het oog springende 288 kamers zitten vol met the element of energy. Bovendien zijn ze ontworpen voor optimale rust en ontspanning. Zo weten we zeker dat je lekker in slaap valt en fris wakker wordt.

Persijn is het hart van het QO. In ons restaurant op de begane grond waar Dutch Cuisine centraal staat, kun je de hele dag terecht. We werken transparant en circulair. Dat betekent dat we voorrang geven aan lokale, duurzame seizoensproducten en dat we samenwerken met lokale leveranciers, of direct oogsten uit onze kas op het dak. We weten van alle ingrediënten wat de herkomst is en we geloven in goed, eerlijk eten dat smaakvol en origineel is, zonder dat de aarde daaronder hoeft te lijden.

Juniper & Kin is de ziel van het QO die alle inspirerende elementen van het hotel samenbrengt. We serveren puur eten met verse ingrediënten direct uit onze kas of van lokale boeren. Elk gerecht is gekookt op 41 graden Celsius zodat de smaken het best tot hun recht komen. Onze verse cocktails worden door experts gemaakt met kruiden die elk uur geplukt worden in onze kas. Hier komen innovatie en authenticiteit samen. De ligging op de 21ste verdieping zorgt voor een uniek panoramisch uitzicht over

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Social Media is a big focus point of our marketing team. Our Social Media Expert is expected to create the social media strategy and campaigns for Persijn, QO Amsterdam and Juniper & Kin. The changes and developments within the hospitality industry and sustainability move fast and so do you. Your creative ideas never stop and you know how to showcase this on Social Media. We need someone who is eager to contribute to the success of pioneering restaurants, bars and hotel concepts that will change hospitality forever.

What will you be doing?

The Social Media Expert creates our Social Media strategy and designs campaigns and content to inform, attract and inspire people with our guest journey. You will be the creative and strategic brain behind our unique posts and collaborations.

As the online world is changing rapidly, you stay up to date with trends and keep on moving to aim for our company goals. You look for new partners, build sustainable relationships and maintain contact with the press and influencers. In addition, you offer support in performing other online strategies.

Main responsibilities:

- Design and implement the social media strategy to align with our goals;
- Set specific objectives and report on ROI;
- Oversee all Social Media accounts;
- Generate, edit, publish and share engaging content;
- Involve colleagues to generate content;
- Raise awareness and engage new and existing audiences through Social Media;
- Communicate with followers, respond to queries in a timely manner and monitor guest reviews;
- Communicate with press and influencers;
- Suggest and implement new features to develop brand awareness, like promotions and competitions;
- Keep track of the Social Media budget;
- Stay up-to-date with trends in Social Media, design tools and applications.

Job Requirements

Who are we looking for?

We're looking for an enthusiastic Social Media Expert with an entrepreneurial mindset. Your brain never

stops thinking of new approaches and ideas and you always find the right way to share our stories and generate awareness via Social Media. You're keen on challenges and eager to achieve goals. You stay calm no matter what happens and know exactly how to deal with a fast moving industry and world.

A hospitality background isn't a must. Your energetic personality is what we are looking for, in combination with your eye for details in content. You love to explore new places, make fun, celebrate each day and enjoy life. If this sounds like you, you're the one we're looking for.

What do we do in return to you?

You will be part of an amazing young and ambitious team. Together with you, we will create a personal development plan. We offer many development possibilities, of the job and on the job. As being part of InterContinental Hotels Group, growing opportunities are available within our own brands and in other hotels worldwide.

Do you like to travel around the world? We do offer a wide portfolio of hotels, where you can enjoy a discount on rooms and F&B. We also know that it is important to show your friends and family your working place, that is why we offer a friends and family discount throughout the hotel.

To have a great start at the beginning of your Colleague journey we start with 2 days of a complete brand immersion. The 2 days are including an overnight stay, breakfast, lunch a drink in Juniper & Kin. This way you immediately enjoy our guest experience and the impact of your responsibilities.

QO Amsterdam offers many more other benefits like a day off on or around your birthday. We will tell you all about the benefits, in our first meeting.

Interested?

Join us! Send your CV and motivational letter to hr@qo-amsterdam.com. Or send us a Whatsapp message with your motivational letter and CV to +31 (0)