

Global Assistant Content Manager



Locatie **Zuid-Holland, Rotterdam**
<https://www.advertentieex.nl/x-1014600-z>



For Unilever we are searching for a Global Assistant Content Manager. It is a fulltime position for approximately 6 months to cover maternity leave.

Background:

Unilever as an organisation is investing heavily in digital communications since 2018. The fast-growing Ice Cream category has the ambition to make the brands the most digitally advanced and accelerate the development of their digital ecosystem.

A critical element of this is ensuring our content planning and implementation is industry leading, therefore the category is focusing on how content is managed and developed across the brands for the category. Both at a global brand level, to support local markets deliver successful campaigns and best in class digital content. Unilever has a one marketing team approach – global leading local markets, with local markets guiding global.

Need

The Ice Cream category is looking for a social and content manager that will aid the brand teams in developing a strong yearly social and content plan, guiding the brand teams from A-Z during the asset creation process to ensure high quality content output. The person in this role will work closely with both internal (global and local brand teams) and external parties including creative agencies and technology partners, reporting into the Global Sr. Manager Digital Futures.

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Instagram, Facebook, YouTube)

Utilise social listening platform to actively spot reactive opportunities or risks

Pro-actively propose opportunities to brand teams regarding relevant social and content developments, including Influencer marketing, User Generated Content, etc.

Driving Community Management across all global social channels and have a clear wow in place for local markets together with Carelines.

Role requirements:

Experience of project managing social content / campaign delivery end to end (2+ years)

Strong brand marketing experiencing in FMCG or digitally led brands

Previous work with Unilever an advantage

In-depth understanding of the (digital) consumer journey, social platforms and developments.

Specific Skills

Collaborates with each brand from project conception, securing their input throughout project planning all the way through to delivery.

Confident, proven collaboration and facilitation skills - experience in nurturing and growing relationships, preferably with global markets experience.

Qualifications:

Strong strategic skills as well as the ability to execute.

Experienced in usage different digital (social) platforms.

High level copywriting skills and an eye for quality content.

Able to confidently use CMS tools. Knowledge of Hootsuite is a plus.

Are you the spider in the web looking for a challenging position within a major FMCG company, please respond by the "solliciteer" button. The salary is between € 3250,- and € 4600,- depending on your age and experience.

Uiteraard staat deze vacature open voor iedereen die zich hierin herkent.

Functieomschrijving

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Responsibilities

Lead creation of content and social ecosystem and strategy. Working across the brand teams advising on content best practice and suggestions for channel requirements. Manage the content creation processes across Ice Cream, managing the global content calendar and guiding Ice Cream brand teams. Champion media content guidelines and implement best practice social media approach. Utilisation of community and content management systems to plan, post and approve content, and follow up on incoming consumer responses. Upskill IC category knowledge on topics related to social and content via learning sessions. Manage global brand editorial channels together with brand teams across all platforms (e.g. Twitter, Instagram, Facebook, YouTube). Utilise social listening platform to actively spot reactive opportunities or risks. Pro-actively propose opportunities to brand teams regarding relevant social and content developments, including Influencer marketing, User Generated Content, etc. Driving Community Management across all global social channels and have a clear wow in place for local markets together with Carelines.

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Sollicitatieprocedure

Je maakt een 'mijn Randstad' account aan om te kunnen reageren op onze vacatures. Dit doe je automatisch wanneer je voor het eerst een sollicitatie afzendt bij Randstad, heel eenvoudig dus. Via je 'mijn Randstad' account beheer je gemakkelijk je gegevens en gaan je volgende sollicitaties nog!