

Social Media Manager

Copenhagen, Denmark

Libratone was founded on a big idea – to free sound. And we are now looking for an experienced social media manager who can help us to create our own rich, disruptive noise across our social media channels.

Our headquarter is located in Copenhagen, Denmark and we have colleagues in many parts of the world incl. the UK, the Netherlands, US, China, Japan and Germany.

As a member of our Global Marketing team, the Social Media Manager will be responsible for the daily ownership of Libratone's social media channels – including Facebook, Instagram, YouTube, LinkedIn and Twitter from the strategy and concept phase, through to the execution and post activity analysis.

Our key focus markets for social media targeting are currently Germany, UK, Denmark and France and as social media manager, you will therefore need to ensure a balance of content to appeal to audiences from several countries.

Main Tasks and Responsibilities:

- You will be responsible for the monthly social media content calendar, including (but not limited to) pre-planning, liaising with internal creative teams and relevant external third parties to ensure content and copy are well planned and abundant for each month
- Defining social media KPIs and goals, based on providing the best possible return to the business
- Identifying the best opportunities for paid digital media and using boosted content to elevate our message to wider audiences. Also working closely with our paid media agency on larger campaigns to provide support.
- Managing our advocacy programme, including working with our current influencers, and helping to identify and approach new ones to work with on an ongoing basis and for specific campaigns
- Ensuring consistent brand tone of voice and that the brand is well positioned at all times
- Working closely with relevant colleagues to ensure the social media strategy aligns with the wider business objectives – including SEO, PR and activations
- Being responsible for ensuring positive consumer engagement on social media through ongoing community management
- Acquisition strategies - consistently looking for ways to build our social media audience
- Analysis of content performance through our social dashboards, and other tools such as Woomio, in order to identify best practises and optimise future campaigns
- Management of budgets

We Expect You:

- Have a minimum of 18 months experience in a similar role and a proven track record
- Have a passion for social media - a keen interest in the latest digital trends and how both brands and consumers use them, and what the best practises are to create the best possible content
- Experience in working with influencers, and already have good contacts
- Are super proactive, with experience of creating content for social media and also knowing the best possible way to distribute it to the right audiences
- Have a great eye for detail and quality control
- Experience of working with Facebook Business Manager, Google Ads (YouTube) and other relevant paid platforms
- Enjoy working as part of a team and are comfortable; briefing creatives on the content you want for the page, negotiating with influencers on the best possible deal, working closely with digital to ensure our content is reached by the right people and of course speaking directly to our consumers via social media
- Ability for multi-tasking, working to emerging & tight timelines
- Have great written English and are comfortable with drafting creative copy in English

As our Social Media Manager you will be based in our Copenhagen office and report to our Director of Communications

Next steps:

Send your application in English to:

jobs@libratone.com

Please do not hesitate to reach out with any questions.

Strictly no recruitment agencies.



LIBRATONE