

## **Social Media Coordinator**

**Term:** Temporary – 4 months with a view to extend permanently

**Department:** Commercial

**Location:** Amsterdam

**Hours of work:** 9am-5pm + additional out of hours work reacting to social trends

**Application closing date:** 28<sup>th</sup> September 2021

**Language spoken:** English native. Desirable – Dutch, German or French

### **Who are 9024?**

9024 Media are digital sports experts who understand the power of social, commercial and e-commerce. We build connections between brands and audiences via our elite male and female athletes or our commercial brand clients. We work with our clients directing and developing their unique brands and leveraging their reach and influence. We pride ourselves on telling powerful and engaging stories across multiple passion points and formats

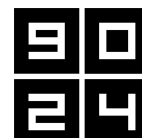
### **The Role**

Lead the Social Media strategy, ideation and execution for a commercial sports brand client. You will work alongside the Lead Creative to deliver day-to-day content output across the brand's social channels, each with different goals and objectives. Community and storytelling is at the heart of their ethos and you will need to help relay this to their various key markets across Europe, whilst expanding follower base and driving new business to their brick and mortar stores.

### **Key Accountabilities**

- Develop best-in-class content ideas for a range of sporting and brand handles, keeping community and storytelling at the heart of your thought process
- Drive the execution of day-to-day content, ensuring high standards and strong planning for key events in the sporting world
- Follow social trends closely and develop concepts that will maximise the social presence for each channel
- Contribute new and innovative ideas to drive users to purchase product from European brick and mortar stores
- Ensure you have a reactive mentality on all channels and any relatable handles that may maximise social exposure
- Have a proactive approach to shoots and suggest ideas that can be actioned as concepts on social
- Help to manage external relationships with the client and lead on weekly social meetings
- Ability to put together regular reports on key data for the client





## What we are looking for

### Essential Skills

#### Knowledge

- Content ideation and planning for commercial brands
- Creative and strategic thinking
- Strong understanding of best practices on all social channels
- Strong communication with internal and external stakeholders
- Ability to connect to communities on socials and develop stories into best-in-class content
- Ability to utilise data to make decisions around content execution

#### Experience

- Experience of working in similar role
- Notable experience driving consumers to purchase in-store
- Experience growing channel follower base
- Operated channels for large-scale brands
- Calm in pressure situations and confident in making quick decisions
- Confidence in preparing clear content briefs
- Working to tight deadlines to meet the client's needs

#### Technical Skills

- Excellent publishing skills across all channels
- Strong project management and organisational skills
- Passion for implementation of high content standards
- Excellent copywriting for social content

### Desirable Skills

#### Knowledge

- Strong understanding of the way the football industry operates (running and training is a bonus)
- Interest and understanding of content forms outside of sport (music, lifestyle, technology, entertainment)
- Confidence in pitching content ideas/acquisition decks to key stakeholders

#### Technical Skills

- Worked with social data performance platforms such as Iconosquare or Influencity





### **What we offer to you**

- A beautiful working space based in the town centre of Amsterdam overlooking the canals and close to all the Amsterdam hotspots
- Work with world-class brands, sport talents and influencers
- Flexible working hours divided between the Amsterdam office and your home
- Catered lunch when in the office
- Travel opportunities and opportunity to spend time in our London office
- Frequent company and team outings
- Mac Laptop
- Mobile phone allowance
- Travel allowance
- Employee Assistance Programme

To find out more about us visit our Instagram page

