

SOCIAL MEDIA MANAGER

Posted on 2 april, 2024

Company Name Oticon

Location Göteborg

Job Description

Are you ready to make a difference for people with a severe hearing disability?

Do you have a passion for planning and implementing customer-oriented solutions globally?

Do you have a can-do attitude and a strong commercial mindset?

Then we have an exciting opportunity for you at Oticon Medical in Göteborg, Sweden.

Social Media Manager

In your role as Social Media Manager, you're responsible for developing and implementing our Social Media strategy to increase our online presence and improve our marketing and sales efforts. You own and help promote our social presence and you use all your creativity and social skills while being encouraged to test, innovate and improve our social media strategies.

Why join Oticon Medical?

Joining us, you will get the opportunity to work with something that matters! What we do makes an enormous difference for people, and we constantly strive to improve ourselves. This has led us to a point where we have a portfolio of top-of-the-line products, some of the best employees in the field and consequently a strong financial growth.

The role includes responsibilities described below

- Develop, implement and manage our social media strategy
- Define most important social media KPIs and measure the success of every social media campaign
- Manage and oversee social media content

- Stay up to date with latest social media best practices and technologies
- Monitor SEO and user engagement and suggest content optimization

The experience and skills needed to be successful in the role

- Experience from position as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, Google+ and other social media best practices
- Understanding of SEO and web traffic metrics
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Great interpersonal, presentation and communication skills

On a personal level you are a team-player, but you can also work alone, initiating, planning, and completing tasks independently. You have a strong commercial mindset, and the approach to get things done. You are experienced in both internal and external stakeholder management and find it easy to connect with colleagues and connections that work at a different location than yourself. You are comfortable presenting in front of an audience.

Application

This recruitment is handled by Moveup Consulting AB. To apply, please send your CV and a cover letter to Annie Sjölund, annie.sjolund@moveup.se. We are screening applications continuously and will close the position as soon as we find the right person.

If you have questions regarding Oticon or this open position, please contact Annie at 0733 – 60 29 84.

By submitting your application, you also consent to us storing your personal data, including CV & cover letter and that we have the right to share this information with third parties (our client). You can revoke the consent whenever you want.

Om företag

Oticon Medical is a global company in implantable hearing solutions, dedicated to bringing the power of sound to people at every stage of life. We work collaboratively with patients, physicians,

and hearing care professionals to ensure that every solution we create is designed with users' needs in mind. We have a strong passion to provide innovative solutions and support that enhance quality of life and help people live full lives – now and in the future.

Because we know how much sound matters

<https://bahsjourney.com/>

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