

SOCIAL MEDIA MANAGER FRENCH MARKETS

PURPOSE OF POSITION:

- Double the impact of French Social Media in marketing Gondwana Collection Namibia and Namibia as a tourist destination for overseas markets
- Develop content targeted for the French-speaking online community
- Direct French customer engagement, building an online presence, and chat platforms
- Promote and strengthen Gondwana Collection Namibia and Namibia as brand(s) on French social media platforms

RESPONSIBILITIES:

- Develop new social media strategies and campaigns according to company guidelines
- Organize and run marketing campaigns over social media platforms such as Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram, Tumblr for the French user. Includes trip advisor, google reviews and Online Tour Operations (OTOs).
- Create and distribute content, including text posts, video and images for use on French social media and with understanding of French expectations
- Promote products, services and content over social media consistent with the brand and social media strategy of Gondwana Collection Namibia
- Track data and analyze the performance of social media campaigns
- Collaborating with colleagues from across marketing departments to ensure branding and market approach is consistent
- Meeting with clients and other stakeholders (such as social media influencers).
- Generate, edit, publish and share daily content (original text, images, video or HTML and CMS such as Typo 3) that builds meaningful connections and encourages community members to take action
- Implement, maintain, evaluate statistical data to support strategic executive decisions
- Measure market growth and impact in tourism bookings
- Translation of non-French web content

KEY SKILLS:

- Fluent knowledge of French, lingua-franca and written
- Bachelor in Marketing or Hospitality field
- Tertiary Education in Hospitality and Tourism Management recommended
- Highly skilled in the used of social media technology and applications
- Online-Marketing experience
- Strong communication and presentation skills
- Photo and video-editing experience
- Organizational skills
- Analytical ability
- Multitasker, to work on a number of projects at once
- Problem solving skills

Gondwana Collection Namibia (Pty) Ltd

is an equal opportunity employer, as such Namibian citizens will receive preference.

Please note that only eligible applicants will be contacted. Please deem application unsuccessful should you not be contacted within 14 days of the closing date.

CLOSING DATE: 10 October 2018

Please forward your application letter and concise CV to:

Gondwana People Team
training1@gondwana-collection.com



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COLLECTION
NAMIBIA