



Social Engagement Manager Benelux (W/M/NB)

Düsseldorf - Full-time - 743999952312931

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JOB MISSION STATEMENT

The Social Engagement Manager is responsible for driving and deploying the global Engagement strategies developed by the central Global Publishing teams. They publish content provided by central teams and develop local content to be shared through local channels, as well as an internal creative resource that delivers content to be published. They guarantee the implementation of process, the organisation for content creation, and provide reporting and recommendation to Central teams.

The Social Engagement Manager is also the key point of contact for central teams to coordinate all marketing activity on the Ubisoft strategic portfolio. They also collaborate with external partners across the region.

In this role, your responsibilities will include :

- Identify social trends in each and definition of a local tone of voice and of an editorial strategy for R6, AC and Ubisoft channels in order to bring proximity with audiences and optimise reach & engagement.
- Guarantee follow-up of the Social Media process defined by central teams and publishing of content provided by Central teams
- Monitor performance of the content through quantitative KPIs as defined by always-on program and through qualitative overview, share feedback & suggestions to central teams and optimise local strategy accordingly.
- Share feedback to central teams in order to improve overall efficiency (Tools, process, tagging, distributed global content, etc).
- Own management of external agencies and /or of a freelances network.
- Management of a local social budget and reporting to central Social Media teams and to Finance.
- Act as the main contact to initiate and follow local strategic partnerships
- Be the main contact to give feedback to central teams on product marketing strategies and share local plans ('Part B' or equivalent), coordinate its implementation across the different vertical domains (PR, CC, Social) and guarantee the consistency of local strategies.

Your main KPIs will be the following :

- Social Reach & Engagement per platform.
- Cost per Reach for content created externally
- Global Content Adoption Rate
- Tagging Rate
- Reach and engagement rate of local content in region
- Share of local content in region
- Reach and engagement of your content shared in other regions / territories.

To succeed in this role, you need :

- Social trends & content knowledge / sensitivity.
- Knowledge of marketing as a whole and strong expertise in social media / Digital Marketing.
- Capacity to handle quantitative reporting based on KPIs provided by social media channels while balancing with qualitative insights.
- Collaboration skills in a constantly evolving landscape and international environment
- Communication and presentation skills
- Capacity to represent Ubisoft in a professional manner with external partners and to negotiate / collaborate with them.
- English & Dutch fluent

Ubisoft offers the same job opportunities to all, without any distinction of gender, ethnicity, religion, sexual orientation, social status, disability or age. Ubisoft ensures the development of an inclusive work environment which mirrors the diversity of our players' community.