

Social media manager

Location: Vught, The Netherlands | 24-32 hours/week | Start asap

Introduction

Pig genetics company Topigs Norsvin is renowned for its innovative approach to implementing new technologies and a continuous focus on cost-efficient pig production. Research, innovation and dissemination of genetic improvement are the cornerstones of the company. Continuous and strong product improvement will enable clients to achieve significant added value in their production. Find more information at our website: www.topignorsvin.com

The international Marketing & Communications department consists currently of 6 employees. The department provides services to 20+ local countries and work together with the country managing directors, local sales teams and local Marketing and Communication colleagues.

Job purpose

The role is positioned as a member of the Marketing and Communication team. You will report to the director Marketing & Communication. Your main responsibility will be to build and implement the social marketing strategy. Goal is to accelerate our online presence. Build the brand awareness, based on innovation & partnership as core values and positioning Topigs Norsvin as the most innovative swine company in the world. The social media manager needs to be up to date with the current developments in the market (B2B, B2F, Business to farmer) and must be capable to turn these into pragmatic and impactful approaches online.

Tasks and responsibilities

- Responsible for shaping and implementing the social media marketing strategy;
- Support global & local communication- and marketing managers in the development of social media content and presence;
- Develop, produce and publish social media content across new and existing channels;
- Develop an annual social media plan and support the strategic marketing and communication plans (global, local);
- Streamline and improve (global-local) social marketing programs and simplify implementation where possible;
- Creating a more customer centric approach;
- Being on top of new trends, tools and channels including legislation and policies

Qualifications / education

The preferred candidate is a social media specialist with experience in the (B2B) agriculture business, ideally in pig / animal genetics.

- Preferable master degree (or equivalent) with at least 2 years of relevant experience in marketing;
- Strong understanding of the social media environment in B2B and B2F (Business to farmer);
- Experience in social/digital media, project management and budgeting;
- Known for fresh, original thinking and inspiring ideas;
- Strong commercial-, branding- and messaging awareness;
- Demonstrated ability to manage multiple projects/priorities simultaneously;
- Data cruncher and analyzer that understands traffic and turning data into business intelligence and actions;

- Familiar with salesforce and Pardot;
- “Champion” in social media, social media is “a way of life”
- Fluent in English;
- Experience in the international (matrix) agriculture business is a pre;
- Occasional travel;
- Office will be based in Vught, The Netherlands;
- 24-32 hours/week/4 days a week

How to apply

If you want more information we encourage you to contact Ton van de Goor, Head of Marketing & Communications, +31 657609870 and we can provide you with more background information. You can send you CV and motivation to HRM@topignorsvin.com

Acquisition by recruitment agencies is not appreciated