



# **SOCIAL MEDIA COPYWRITER**

At **Dime Comunicaciones** we believe in transforming the future by creating real opportunities and new projects for a brighter future - for ourselves, our colleagues, our partners, our communities and the digital community in Europe.

## **PROFILE SOCIAL MANAGER COPYWRITER**

We are looking for a Social Media Copywriter to interact with our customers and promote our products and services on social networks.

Social Media Copywriter responsibilities include updating our social media pages, responding to followers and tracking user engagement. To be successful in this role, you should have excellent web content writing skills and experience advertising on multiple social networks.

Ultimately, you will ensure we maintain a strong online voice and brand consistent with our marketing goals.

## **RESPONSIBILITIES**

- Writing, editing and publishing engaging content for various social networks, including Twitter, LinkedIn, Facebook and Instagram;
- Optimizing social media posts (language, tone, message) based on our target audience's behaviors and clients request;
- Selecting appealing words, images and videos to complement all the message

## **ACTIVITIES**

- Write, edit and publish engaging posts for various social networks, including Twitter, LinkedIn, Facebook, and Instagram;
- Optimize social media posts (language, tone, message) based on our target audience's behaviors and client request;
- Select appealing images and videos to complement text and message;
- Update our social media pages with compelling company news and clients information;
- Coordinate with internal teams to create advertising posts (e.g. for events, open roles and press releases);
- Track and report on social media insights (traffic, engagement, shares, conversion rates);
- Apply advertising techniques to boost brand awareness, like promotions and competitions
- Respond to questions and comments on our social media pages in a timely and accurate manner;
- Network with clients and industry professionals



## REQUIREMENTS

- Proven work experience as a Social Media Copywriter or similar role, in particular with media and digital sector;
- Hands-on experience using various social media platforms to advertise;
- Solid knowledge of SEO, keyword research and analytics tools (e.g. Google Analytics);
- Familiarity with online paid advertising;
- Ability to deliver creative web content (text, image and video);
- Excellent communication skills and a great smile to share 😊
- BSc in Marketing, Communications or relevant field

Location: **Italy**

### What we offer

- Competitive Package and premium bonus;
- A positive culture where everyone is encouraged to achieve their full potential. A **great position to grow**;
- The opportunity to work in a supportive, and challenging environment where you really can have impact and make a real difference.

We look for people who share our values and vision, who want to make a difference in a **very special way**, who are honest and creative, have courage and are forward thinking and balance tenacity with respect for others, foolish ideas and new projects. If you have these qualities then you may just be the talent we are looking for!

To apply, please submit a CV and Covering Letter explaining how your experience matches the requirements of our position and how your personal motivators and values align to Dime Comunicaciones purpose.

**Applications Close Date 15 November 2019**

**You can submit your CV in English or in Italian or in Spanish:**

[andrea@dimecomunica.com](mailto:andrea@dimecomunica.com)

### Job offer statement

The Company provides equal opportunities to all employees and applicants for employment, free from artificial considerations based on any status or condition protected by law in the relevant jurisdiction, such as race, sex, gender origin, marital status, family situation or pregnancy, religion, nationality, sexual orientation, age, veteran status, political opinion or disability. Sonnedix explicitly states that it does not prevent employees from associating freely. Only those qualifications and skills that are important to the job will form the selection criteria for recruitment and promotion.