



DIGITAL CONTENT - SOCIAL MEDIA MANAGER
CDD
October - March 2020

ChangeNOW

Launched in September 2017, the ChangeNOW Summit is **the largest positive impact conference in the world** (www.changenow-summit.com). For its third edition, in January 2020, the ChangeNOW Summit gathered **1000 solutions for the planet, 350 speakers and innovators, and 28,000 participants coming from 100 countries**, under the emblematic glass dome of the **Grand Palais, in Paris**.

Our mission is to accelerate change towards a sustainable world, by creating opportunities and assembling all the resources needed for impactful solutions to grow and scale-up.

To accomplish this mission, we create inspiring events and connect solutions, investors, corporations, media, skills, and cities from all around the world. Our next edition will be held from March 9 to 11, 2021 in Paris (at the Grand Palais Ephémère).

Based on the 17 UN Sustainable Development Goals, ChangeNOW addresses topics such as sustainable cities and mobility, clean energy, food and water security, ocean cleaning, education, circular economy, health and well-being, inclusion, biodiversity, etc.

To support our international growth, we are opening a position within the communications teams, for a **social media manager**.

Why join ChangeNOW?

Join our team of dreamers and doers, and benefit from a unique opportunity to:

- be at the center of the vibrant and fast-growing ecosystem of positive impact, and develop your network with high level connections (corporates, thought leaders, investors...)
- join a dynamic and committed team, and gain experience in an innovative and entrepreneurial environment
- contribute to building a better world, and work on projects that make sense and have a positive impact on the planet and society

Job description

Overview:

As a social media manager & digital content creator, you will contribute to growing the positive impact community to an international scale. You will be responsible for creating and posting the content on ChangeNOW's various channels (LinkedIn, Twitter, Facebook, Instagram), in coordination with the comms team, and other parts of the ChangeNOW team (partnerships, solutions, corporate relations).

Missions:

- **Content strategy planning:** in line with the tone of voice and the objectives of the campaigns, you will prepare and coordinate the editorial calendar covering all our channels
- **Digital campaign monitoring:** activation and coordination of our different digital channels
 - **Social media manager:** you will create, curate, and manage all published content (images, video, and text) on LinkedIn, Facebook, Twitter and Instagram. You will also engage in social media conversations to raise awareness and increase the community: reposting, responding to comments, and monitoring trends and topics. You will also help us get certified accounts.
 - **Newsletter editor:** you will create and send newsletter campaigns - from our account and from our partner databases
 - **Paid media campaigns monitor & tracker**
 - **Website editor:** you will create content for the website
- **Design coordination:** you will work with the designers and brief them on the needed content for social media
- **Analytics:** you will monitor our reach, measure our impact, analyze, review and report on the effectiveness of our campaigns in an effort to maximize results.
- **GDPR:** you will help us collect and process our leads personal data in compliance with the GDPR.

Those missions might be adjusted depending on the calendar.

Practical information:

- Contract: 6 months CDD
- Location: based in Paris (11th arrondissement)
- Starting date: October 2020
- Remuneration: according to the company's salary scale

Requirements:

- Native English speaker, bilingual or fluent in French
- Successful professional experience in engaging audiences on social media and great understanding of social networks Facebook/Instagram/LinkedIn/Twitter.
- Strong skills in copywriting
- Autonomous, analytical, & creative
- High-level of attention to detail and accuracy
- Ability to create content and to edit with basic comms/design software (Adobe, Wordpress, Mailjet, Hootsuite...)
- Team spirit
- Deep motivation to have a positive impact, and to change the world!

Please send your resume and short motivation message (in English) to claire@changenow-summit.com and CC rose@changenow-summit.com. Feel free to link any example of content that you have already created / posted.