

atelier nubio



SOCIAL MEDIA MANAGER

Atelier Nubio is the French wellness DNVB selling juice cleanses, bone broth and natural food supplements. Atelier Nubio is looking for its Social Media Manager in order to grow the brand's community, commitment and power.

He/She is part of Atelier Nubio's managing team with the 2 historical co-founders Claire & Gabrielle.

The Social Media Manager is the key-person of Atelier Nubio's voice, branding & influence. He/she will be in charge of the social media (Instagram, Facebook, Tik Tok, LinkedIn & YouTube) + influence campaigns.

He/She will manage a team of freelancers + one to two co-workers & interns.

Build a powerful Social Media Strategy

- Build the ORGANIC social media strategy
 - o Size & commitment target
 - o Traffic & customer acquisition targets
 - o Brand collaborations
- Build the INFLUENCE strategy
 - o Plan & coordinate the micro & big influence campaigns
 - o Boost & coordinate the “Ambassador program”
- Collaborate with the Digital Team to optimize the performance of social media PAID content
- Upgrade the aesthetic & editorial charters
- Coordinate and strengthen the content production team (freelancers)

Increase the power of the brand

- Create and share unique & inspirational content
 - o Plan the content according to Atelier Nubio product launch, seasons and events calendar
 - o Lead & take part to the production of editorial & visual content
 - o Coordinate the team & freelancers to get the expected results
- Recruit the right influencers to talk to their community and build reliable & trustful relationship with them
- Create and monitor creative campaigns with influencers & other brands

Recruit new customers

- Organize followers recruitment campaigns through
 - o Pools
 - o Get aways
 - o Live events
 - o Product testing
- Involve the fans in Atelier Nubio product creation & optimization
 - o Organize product testing & rating campaigns
 - o Promote the customer role & voice through social media
 - o Get the most feedbacks
 - o Activate word to mouth
- Boost the discussion with the fans on social media
- Plan & organize live and concept store events (with customers/influencer) related to product sales
- Monitor the budgets & reporting in order to optimize every single action in terms of follower acquisition, commitment & customer conversion

Company growth & structure

- Help building A-team of coworkers and network

Quality & Skills :

- Start-up culture and mindset
- Know how to prioritize
- Strong leadership skills
- Curious, easy-going and committed to her/his network
- Over the top work ethic – work hard/get the results
- Obsessed with wellness, ready to any new experience

Experience :

- 2-5 years experience in a start-up or media

KPI's

- Size of the social community (Facebook groups, Instagram...)
- Number of views and engagement on posts, stories & event
- Traffic & customer acquisition from social media
- Social media & influence budgets