



Nordic Senior Social Media Manager

About the position:

Discovery Networks is now looking to recruit a Senior Social Media Manager to the Nordic Marketing department.

The role will be responsible for the overall Nordic social strategy and ambition, KPI's and goals for all organic social media in owned and operated sites. The role will be working closely with the Nordic marketing leads to create a strong social media presence across the Nordics to enhance engagement, interest and views.

The Nordic Senior Social Media Manager will report to VP Nordic Marketing.

Key Responsibilities:

- Annual strategy and vision for growing discovery+ organic social media. Driving engagement and building a community
- Oversee day-to-day management of social media teams, ensuring brand consistency
- Monthly updates and analytics
- Management of Nordic partnerships and building relationships with social media platforms
- Facilitate scaling brand and company awareness through various social media channels
- Work with Nordic marketing director to create and implement social media strategies in line with marketing plans and KPI's
- Ensure brand consistency in copy through tone, voice and terminology – produce play books where required
- Create actionable plans to both grow and maintain followers through popular social media platforms
- Evaluation and testing on new platforms
- Ensure progress on all platforms by using analytical tools such as Google Analytics, Social Bakers and others
- Oversee the creating and implementation of the monthly Nordic editorial calendar which includes monthly objectives and initiatives
- Optimizing and supporting Discovery on-screen talent with their social platforms to help grow connection and affiliation with discovery+

Requirements Experience & Competencies:

- 5+ years of social media management experience
- Relevant experience from media and D2C business models
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Analytical, with a strategic mindset
- Professional certification in Google Analytics strongly preferred
- General knowledge of Search Engine Optimization and internet ranking for web content
- Ability to manage and supervise a diverse group of employees and simultaneously work toward many company initiatives at once
- A driven, proactive and motivated individual, with a passion for creativity and production
- Team player, collaborator and teacher
- Strong presentations and communications skills
- Ability to manage stakeholders in an international matrix organization
- Fluency in English both oral and written is required

We can offer:

- A challenging position in a leading local and international media organization
- An excellent opportunity for personal and professional development and growth
- A dynamic, skilled, fun and fast-paced work environment in modern office facilities
- Highly motivated, enthusiastic and engaged colleagues
- Competitive remuneration and company benefits, including insurance, pension and bonus

For more inquiries or information about the position please contact our recruitment advisor Jon Dissen at JP Cornerstone on mobile +47 900 37 900 or email jon.dissen@jp-cornerstone.com.

Please submit application and CV in English.

About Discovery Communications

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative viewers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education.