

Holm Marcher & Co.

Social Media Manager for Capture One

Capture One is looking for a strategic and creative Social Media Manager, who wants to work with state of the art content. You will play a key role in spreading the brand message across the social media landscape. Furthermore you will get to work with global influencers and work closely with the campaign manager, advertising specialist, content manager, and analytics specialist to grow and make their social media channels a core business platform.

About Capture One and Phase One

Established in the early 1990s, Phase One is a true digital photography pioneer with a passionate commitment to image quality excellence and creative freedom. The company is a world-leading provider of medium format digital photography systems and imaging solutions for professional photographers and industrial applications.

From this Phase One has developed Capture One, the award-winning professional choice in image editing software. The software offers fast and powerful RAW conversion, image editing and asset management. Capture One is the no compromise choice in image editing software. Capture One's offices is based in Copenhagen, Denmark, where they embrace the high demand of Scandinavian design excellence.

To strengthen Capture One's development and positive momentum within the industry, they are now looking for an innovative and ambitious Social Media Manager with knowledge and experience in social media to manage and develop the social media community.

The position

As the new Social Media Manager, you will have the overall strategic ownership of social media channels including Instagram, Facebook, YouTube, as well as Twitter and LinkedIn. Your job will be to develop and execute social media campaigns to generate awareness. This includes support of campaign managers in the execution of product launches and other campaigns to Capture One's existing customers. It will be your job to grow and manage the community to enable brand advocacy, give a premium brand experience and control negative conversations.

Other work tasks include:

- Tracking, reporting, analysing and optimizing campaigns and use data to gain insights on customers, competition and industry.
- You will be responsible for managing social media campaign budgets.
- You will join the marketing team where you will work closely with the content manager to build strong influencer campaigns and work closely with ad expert to build converting campaign funnels.

The Social Media Manager will have the overall responsibility for Capture One's social media strategies and it is therefore of utmost importance that you are experienced in social media and yearn to use your digital qualities on a daily basis.

Your Profile

The ideal candidate is an experienced and creative social media professional with expertise in driving a social community. Minimum you have 2-3 years of experience in social media management from a relevant brand-driven company or digital marketing agency. Knowledge and experience from working with Instagram and Facebook is a requirement and other platforms like Twitter, YouTube and LinkedIn is preferred. Photography knowledge would be an appreciated bonus. Project management skills and ability to drive a cross-function and cross geographical structure is vital. As well as strong stakeholder management and the ability to thrive in a complex environment is necessary to succeed in the position.

As a person you are highly structured, and you manage to keep calm during busy periods. You possess excellent organizational skills, accuracy, and attention to detail. In addition, you have an omnichannel approach to campaign execution and is not afraid of a busy every day. You are easy-going with an entrepreneurial spirit, a positive mindset,

Holm Marcher & Co.

and a go do attitude. You possess a strategic and innovative mind set by which you are capable of contributing creative ideas and strategies, controlling social media platforms, and know how to inspire and engage the people around you.

A native English speaker is preferred and fluency in English is necessary. Most importantly, you are driven and ambitious and ready to take your next career step with the Capture One brand.

Interested?

If you want to know more about the position, you are welcome to contact Klaus Markholt-Hansen at tel. +45 2991 1037 or mail: kmh@holmmarcher.dk