

WindsorPatania

Social Media Manager

Full-Time Position

50% Office Based

Social Media Manager - Job Description

WindsorPatania is seeking a dynamic and experienced Social Media Manager to join our team in Florence, Italy. The Social Media Manager will be responsible for developing and executing a comprehensive social media marketing strategy across various platforms including Facebook, LinkedIn, and Instagram. The primary objective of this role is to enhance our online presence, engage with our audience, and ultimately drive growth in our customer base.

Key Responsibilities:

- Develop and implement a strategic social media marketing plan to increase brand awareness, generate leads, and drive traffic to our website for both WindsorPatania Architecture and HMO Architects brands.
- Create engaging and relevant content for social media channels, including posts, videos, and graphics, that align with the unique identities of each brand and resonate with their respective target audiences.
- Manage all social media accounts for WindsorPatania Architecture and HMO Architects, including scheduling posts, responding to comments and messages, and monitoring analytics to track performance and identify areas for improvement.
- Plan and execute social media advertising campaigns for both brands, including budget allocation, targeting, and optimization, to maximize return on investment and achieve campaign objectives.
- Collaborate with internal teams, including marketing, design, and project management, to ensure consistency in messaging and alignment with overall business objectives for both brands.
- Stay up-to-date with the latest trends and best practices in social media marketing, including emerging platforms and technologies, and proactively recommend new strategies to reach the audiences of WindsorPatania Architecture and HMO Architects more effectively.
- Monitor industry news and competitor activity to identify opportunities for differentiation and maintain a competitive edge in the market for both brands.
- Cultivate relationships with influencers, partners, and industry professionals to amplify the reach and credibility of both WindsorPatania Architecture and HMO Architects within the architectural community.

Key Experience & Competencies:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Social Media Manager or similar role, preferably within the architecture or design industry.
- Strong understanding of social media platforms, analytics tools, and advertising principles.
- Excellent written and verbal communication skills, with the ability to create compelling content and engage with diverse audiences.
- Creative thinker with a keen eye for design and aesthetics.
- Strategic mindset with the ability to develop and execute data-driven marketing strategies.
- Proactive attitude with a willingness to take initiative and drive results in a fast-paced environment.
- Fluency in English; proficiency in Italian is a plus.

How To Apply

Please fill up the application form within the careers section of our website.