



## Social Media Lead, Marketing

Nordik Group is a flourishing company whose goal is to rise to the top of the health, wellness, and tourism industries. We have proven ourselves as an industry trailblazer through our commitment and our mission. The goal of the Nordik Group is to develop 10 spas across North America by 2027, and to push the industry to new heights by offering industry-leading and innovative experiences in order to transform the company into an international leader in Nordic-style spas.

To fulfil our primary mission of transforming people's lives, one visit at a time, Nordik Group is leading multiple projects and gaining momentum by identifying business opportunities, getting involved, and bringing promising, large-scale projects to life. By diversifying our activities, Nordik Group has created value and has grown its market.

We are currently on the lookout for talented individuals who, through their skills, will contribute to Nordik Group's growth and the fulfilment of the company's mission. Join our team.

### **Nordik Spas-Nature employees are committed to upholding our company values:**

- Accountability
- Engagement
- Respect
- Integrity
- Team spirit

### **MAIN FUNCTIONS:**

As the **Social Media Lead**, you will work in collaboration with cross functional teams, to guide our global community through best in class social execution. You'll be responsible for strategizing how we tell our story in the social sphere and will help ensure our community is up to date on the latest product features and functionality, while highlighting key brand moments. You will also be responsible for identifying and activating leaders, influencers, and passionate communities with shared interests.

We are looking for someone who appreciates the value of punchy language and bold brevity, but knows how to navigate a tweetstorm. This role is a nuanced and powerful opportunity to help drive and amplify the voice of Nordik Spa and more importantly, the voices of our customers.

## **RESPONSIBILITIES:**

- Manage the development of an operational framework to execute a world-class social media strategy that engages, drives conversation and strengthens relationships with target audiences worldwide.
- Attract and retain customers to key channels by educating, elevating and engaging them.
- Establish a social media playbook to ensure a compelling and consistent brand experience with our customers.
- Brief and work with the Creative Services team to create engaging assets (photos, GIFs, videos, etc.).
- Ideate and create content programs with thumb-stopping power.
- Scenario plan for planned, live and reactive moments; create assets to post in real time.
- Monitor and evaluate the health of current social media channels. Leverage social tools to monitor and influence brand sentiment and engagement.
- Help establish standards for measurement, tools and analytics.
- Stay abreast of evolving trends, best practices, and tools for social media.
- Manage and advise on vendors, tools and platforms as necessary, adding a level of rigor and problem solving to vendor and technology investment.
- Prime for planning, creating, and implementing paid social media campaigns on social media networks with appropriate audience targeting.

## **QUALIFICATIONS:**

- Bachelor's degree in communication, marketing or any related field
- 5+ years' experience in social media, delivering smart and effective corporate strategy and operations – preferably in a global organization; agency or consulting background a strong plus.
- Corporate communications experience an asset
- Bilingual (English and French).
- Extensive knowledge of the Microsoft Office Suite.

## **PROFILE:**

- Ability to develop effective business strategies and activities, preferably in a global organization.
- Unbiased and inspired content creator, sharp curator and strategic communications expert with strong news judgment and a knack for sourcing the best;
- Highly detailed and organized; project management experience a plus;
- A passion for process and expertise for helping organizations build foundations for social media success;
- Both a strategic thinker and a tactical executor, with a roll-up-your-sleeves bias for action and an ability to drive both serious and silly on-brand executions;

- A data geek, who leverages meaningful metrics to inform content plans and programs;
- Experience with vendor and agency management;
- Good communicator and interpersonal relationships. Able to present complex ideas concisely, both orally and in writing.
- Ability to participate in technical and business discussions.
- Excellent writing skills and experience drafting social posts, working with editorial and content calendar;
- Ability to develop and maintain positive and long-lasting business relationships;
- Strong people development and influencing skills;
- Analyzing and synthesizing skills and expert-level strategic thinking.
- Ability to manage multiple tasks and projects at once.
- Positive and professional attitude.
- Punctuality and reliability.
- Versatile, autonomous and highly flexible.
- Ability to work under pressure and within tight deadlines in a fast-paced and continuously changing work environment.
- Good initiative and a proactive approach to daily tasks.
- Methodical, precise and detail-oriented.
- Demonstrated affinity for the values of the Nordik Group.
- Capable of developing and maintaining positive and lasting business relationships.
- Tolerant of ambiguity and stress.

### **SALARY**

Based on the pay scale and benefits in effect at the Nordik Group.

### **WORK SCHEDULE**

Monday to Friday. Occasional evenings and weekends.

### **TO APPLY**

Please fill in the I-Recruitment job application questionnaire on our Careers page.