

Digital Luxury Group.

Digital Luxury Group, DLG SA, is the first international company dedicated exclusively to the design and implementation of digital communication strategies for luxury brands.

For our Shanghai office, we are currently looking for a:

Social Media Manager

As part of our fast growing Social Media Business Unit, your mission will be to connect iconic brands to their clientele online by contributing to the creation of unique social media strategies.

Able to get the soul of our clients' brands values, you understand how high net worth individuals behave online and know how to derive valuable clients' insights.

Able to think beyond Facebook and Twitter, you are in charge of managing strategic projects in a complex environment with a high level of quality, for some of the most admired luxury brands.

Your responsibilities:

- Creation of highly engaging Social Media Strategies in line with clients' values and positioning
- Active participation in the day-to-day activities (ex: identification of new opportunities, community management, reports production)
- In charge of both client satisfaction and mandate profitability

Your profile:

- Minimum 2 years of experience in Social Media / Community Management
- Good knowledge of the luxury industry (experience in watches/jewelry preferred)
- Passionate about Digital
- Previous experience in designing and implementing Social Media strategies (experience with market-specific platforms a plus)
- In-depth knowledge and experience of the Chinese Social Media ecosystem
- Native Chinese speaker or perfectly fluent in Chinese
- Fluent English speaker

We offer:

- A unique portfolio of iconic brands
- The opportunity to shape tomorrow's luxury Social Media landscape
- A dynamic environment favoring innovation and autonomy
- A corporate culture focused on quality, team spirit and results

Entry date:

To be defined

To apply for this job:

Interested in this job? Send your motivation letter and your résumé (in English) by e-mail to you@ic-agency.com with the mention «#CSMM » in the title.

We will only respond to applications corresponding to the profile.