

**Job position:** Social Media & Content Marketing Coordinator

**Start:** February, March 2019

**Duration:** min. 12 months

**Work Place:** Taghazout office

In this position you will be in direct contact with our fans, guests and followers, via our social media channels. You will shape the exciting content for brand awareness of Dfrost Almugar Surf & Yoga in Morocco. You will create and develop marketing campaigns, communication plans for our Social Media channels and assist with innovative ideas and concepts to reach our KPI's for our digital marketing.

**Job Description:**

- Responsibility over the strategic and operative care of all social media appearances for all our brands (Facebook, YouTube, Instagram)
- Development of editorial plans and creation of picture and text content
- Implementation of Social media campaigns, coordination of our Social media forums in general
- Monitoring and analysis of the social media activities in connection to its performance and taking into consideration the performance for future content planning
- Coordination of all Social Media activities for our partners to develop our brand further
- Continuous monitoring and evaluation of the market trends and innovation in the Social Media field
- Assistance with the handling of blogger relations, and Instagram influencer marketing
- Assistance with content care of our homepage as well as the further development of our web appearance

**Your profile:**

- Successfully completed study in the field of marketing or communications and further education in digital media/ social media/ or online marketing
- Minimum experience in a similar working field of 2 years
- Sound knowledge of Social Media Marketing in connection to all our social media channels
- Sound knowledge of Adobe Photoshop, In-Design, Social Media and monitoring tools
- Knowledge in picture and video creation
- Fluent in English & French, German is a great advantage, or any other language is an asset
- Written and visual creativity and a great writing style is essential
- Excellent knowledge in Microsoft office and mainly in MS Excel
- Independent worker, proactive and team oriented
- Great online affinity and passion for the Hospitality industry, Surfing, Yoga or both

You will stand out by your creativity, strong communication skills as well as a feeling for brand storytelling. Your strategic thinking and secure planning will create a consistent and successful marketing platform for all online channels. You will create

multi-media content independently, you are responsible and with a high sense of quality. As an active surfer or yogi you bring passion to this great market.

**Conditions:**

We offer a local salary based on your experience, private room in staff apartment, Breakfast & Dinner while at work, CNSS (social security and health insurance) → only if you are a holder of the Moroccan passport or residence card)

**What to expect:**

Operating since 2008 Dfrost Almugar is one of the leading companies for Surf, Surf and Yoga & Yoga retreat holidays in the area of Taghazout, Morocco. We offer you a great opportunity to join our team. Work hard, surf your butt off, practice yoga and enjoy the endless summer in Morocco's leading surf destination.

**If you are interested please send us your possible starting date, cover letter and CV (IN ENGLISH) to the following email address:**

[jobs@dfrostsurfandyoga.com](mailto:jobs@dfrostsurfandyoga.com)