

SEO & Content Manager

Job description & candidate profile

About GMS:

GMS aims to become leader in media, training & events covering sustainability & social responsibility issues within the CEE region. Our mission is to support business that place ESG (Environmental, Social, Corporate Governance) at the heart of their strategy. We help them increase their reach, expand their knowledge, audience & customer base. This goal is achieved through delivering products and services to the highest standard in media & publishing, corporate events, training, conferences and the ESG certification process. Our core brands include Green Europe Today, ESNB (European Sustainable Business Network) and programs such as "The GET Sustainable Show" and "Piątki dla Klimatu".

About the role:

Working from our Warsaw office and reporting to the Managing Director, this person will be responsible for creating, co-creating, coordinating, scheduling and managing content delivery for company websites and social media channels in line with business strategy. Core responsibilities include:

- researching & controlling ESG media environment and selecting top stories for publication
- coordinating press release publication process, delivering frequent and high quality content on our channels
- working with freelancers and partners as well as internally to develop high quality and frequent in-house publications
- taking advantage of company templates, tools and standards to develop eye catching artwork to support publication
- analysing and reporting reach data to The Board using tools such as Google Analytics, LinkedIn Ads
- working with internal and external partners to develop company websites and SM channels to grow their potential
- managing company communication campaigns including regular newsletters and social media posts
- working with automated translation tools to ensure publication in English & Polish languages of selected content
- working closely with Managing Director on publication schedule, themes & content
- coordinating company marketing & advertising activity with the support of a marketing agency
- managing deadlines as well as strict publication schedules
- keeping up to date with latest trends and changes in ESG and sustainable business practices and legal frameworks

About the candidate:

We are looking for a driven and ambitious person who is passionate about social issues including: climate change, protecting the environment, animal welfare, health & wellness, and values such as equality and diversity in the workplace. In addition, the candidate shall have met the following criteria:

- minimum 3 years' experience of working in a similar role
- basic knowledge of graphic design tools such as Photoshop, Illustrator, PowerPoint, GIMP
- basic knowledge of content management software and online tools such as WordPress and MailChimp
- good understanding of Social Media platforms (LinkedIn, Facebook, Twitter, YouTube)
- experience in running advertising campaigns and analyzing/reporting analytics data
- editorial experience in business content creation
- understanding of SEO techniques and practices
- some HTML programming and layout experience
- has strong written communication skills
- has a good eye for detail and can deliver high quality material
- is available to work flexible business hours
- proficient in English language

Employee benefits include:

- Monthly salary that reflects candidate experience, knowledge & skills.
- Pleasant, healthy & flexible working conditions in modern office environment.
- Company laptop & phone.
- Quarterly & annual bonus.
- Annual appraisal including pay review and career progression opportunities.

Recruitment open until 30th December 2022.

Please send CV & cover letter to: careers@greeneuropetoday.com