



## SOCIAL MEDIA SPECIALIST

### Job description

We are looking for an enthusiastic Social Media Specialist who has a passion for the social and who can think out of the box! As a Social Media Specialist, you will be working closely with our Social Media Manager and PR, Marketing and Communication Manager of The Entourage Group. At The Entourage Group, you will meet a team that is open minded, international and we love to say “yes” to new challenges. As the online world is changing rapidly, we always keep on moving to aim for our company goals.

Your duties will include creating social media profiles, copywriting, posting updates and using social media tools to automate tasks. The Social Media Specialist also offers support in performing online strategies. In addition, The Entourage Group is looking for a creative and proactive Social Media Specialist with great communication skills and passion for hospitality and social media.

### Main responsibilities

- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. copy, photos, videos and news)
- Engaging new and existing audiences through social media;
- Raising awareness and encouraging user generated content across social platforms;
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts’ design
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

### Job requirements

- Living in Amsterdam;
- Fluent in English and Dutch (written & spoken);
- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Knowledge of and affinity with the Hospitality industry;
- Strong communication skills;
- Hands-on mentality.

### ARE YOU CURIOUS AND INTERESTED?

Please send us your CV and motivation to [careers@the-entouragegroup.com](mailto:careers@the-entouragegroup.com)

Or take a look at our website and social media channels for more information!

**THE ENTOURAGE GROUP** is an unexampled hospitality imperium, creating and building internationally acclaimed concepts. The brainchild of creative entrepreneur Yossi Eliyahoo ‘Hospitality Entrepreneur of 2015’, THE ENTOURAGE GROUP’s story began in Amsterdam in 2008 with the launch of MOMO, a sophisticated Asian-fusion restaurant, bar and lounge that immediately established itself as the go-to venue for local and international tastemakers. The success story continued with the creation of A-list favorites such as IZAKAYA, THE BUTCHER, THE BUTCHER Social Club, SHIRKHAN, THE DUCHESS, MR PORTERS, MAD FOX club and just recently Bepita, Toni Loco.

[www.the-entouragegroup.com](http://www.the-entouragegroup.com)