

Music & Lights: Marketing PR & Social Media Management

Working at M & L

Music & Lights is a global organization dedicated to the creation of professional Audio, Video, and lighting products for the Show-Business and System Integration industry. Its growth is determined by the influence of its brands on the international market and by the continuous work of a team of young and dynamic people, devoted to innovation and with a competitive spirit.

We work in small groups, in a flexible, and efficient workplace and focused on achieving the excellence. Rhythms are quick, the work stimulating, small structures, and the goal is always to focus on innovation. The headquarter of Music & Lights is located in Itri, in the province of Latina, Italy, but the company has commercial branches and production sites around the world, as well as a network of hundreds of re-sellers, agents and service centres in the international network.

Company website: www.musiclights.it

Company Profile: <http://www.musiclights.it/profilo.html>

PR & SOCIAL MEDIA MANAGER

The resource will have to deal with the public relations strategies and the campaigning on social media, ensuring organized corporate communication, and achieving ambitious goals. The role consists in the implementation and development of the marketing strategies and related communications including the use of social media and other related channels.

TASKS:

- Create a corporate marketing strategy and implementation plan by working with the team to identify the opportunities for corporate brand development.
- Produce marketing campaigns for all business areas in collaboration with the team, ensuring that coordination and style is in line with the group.
- Managing a marketing budget, including looking for external support opportunities
- Collaborate with the team to develop collateral marketing campaigns, including for any recruiting campaigns, competitions and brand recognition.
- Coordinate under your own responsibility PR and External Marketing events and maximize opportunities during any communication activity.
- Monitor the degree of satisfaction of direct and indirect partners through a market research and a feedback in order to identify any possible actions and campaigns to improve.
- Act as guardian of the company's brands.
- Develop company's image
- Keep an archive of all communication activities
- Work out corporate messages and distribute them proactively.
- Manage Corporate Business Channels and Activities on the Social Network (Facebook, Youtube, Twitter, LinkedIn)
- Seek new opportunities for social media use and develop "followers".

REQUIREMENTS:

- University Degree in one of the following: Communication, Marketing, Social Media, Law, Journalism, Letters and Philosophy.
- Professional and complete knowledge of the ENGLISH language, both oral and written.
- Full and extensive knowledge of social platforms (Facebook, Instagram, Youtube and LinkedIn), web, text layout software.
- Autonomy in using Adobe Creative Suite package image processing software.
- Autonomy in the use of cameras, video capture tools, printers and copiers
- Advertising, Copy writing, content creation, public relations, editing skills.
- Portfolio that demonstrates creative talent and marketing experience in Brand.
- Customer service attitude, good ability in interpersonal relationships, great communication skills both written and verbal.

- Passion and interest in new tools, technologies and graphics and design modes
- Ability to manage multiple and simultaneous projects.
- Availability to travel abroad.

SOFT SKILLS:

- Strong passion for the digital world
- Creative spirit and aesthetic sense
- Ability to effectively present your ideas and work
- Ability to work in groups with heterogeneous professionalism, not necessarily creative
- Demonstrate both verbal and written communication skills, organization and leadership
- Self-critical spirit and high motivation for improvement
- Pro activity, entrepreneurship, and ability to solve the difficult cases in autonomy
- Meticulous attention to details with strong follow-up, follow-through, and time management, while meeting your goals.
- Availability to travel abroad

If the chosen subject is able to participate constructively and share corporate strategies with passion, dedication and sense of responsibility, he/she will have great potential for growth and professional gratification.

Retribution and framing, will be commensurate with the actual capabilities and experience demonstrated.

Will be subject to evaluation and will be part of the previous selection criteria all VISUAL PORTFOLIO received with the applications (link for download or website within the Curriculum).

You are required to include in the Cover Letter the links to the latest works and projects you have completed.

Interested parties are invited to send their C.V. and extract of PORTFOLIO through:

Web: https://www.musiclights.it/lavora_con_noi.html

To receive more information:

Email: career@musiclights.it