



SOCIAL MEDIA AND PR MANAGER

EGO is the cordless garden tool specialist and part of the Chervon Group, one of the largest power tool manufacturers in the world. In this rapidly growing market, Chervon has developed into a global company with over 7,000 employees worldwide in 28 years.

EGO is on the lookout for a Social Media and PR Manager, who will be responsible for developing and managing the strategy for Social Media and PR for EGO across its core European markets. The role will be accountable for increasing the visibility, awareness and consideration of the EGO brand and its products across multiple media platforms for the EMEA market.

Responsibilities:

- Develop and implement the social media strategy for the EGO brand.
- Create engaging content for various social media platforms, including TikTok, Facebook, Instagram, Twitter and LinkedIn.
- Effectively input into the creation, planning, curation, and management of all content (images, video and written) to reach desired audiences. Ensuring all content and creative are on brand and in line with their Tone of Voice.
- Manage the day-to-day operations of the EU social media accounts, including scheduling posts, monitoring comments whilst maintaining and developing a monthly social media content calendar that supports key brand stories, objectives and messages utilising our roster of Social Media and PR agencies across Europe.
- Liaising with European partners and understanding the nuances of each social media platform and region to tailor content appropriately for each channel where need be.
- Manage EU influencer activity across EMEA, including any content produced and planned activities.
- Pro-actively seek new opportunities and experiment with new and alternative ways to leverage earned media activities to develop product and brand awareness.
- Build relationships with relevant external stake holders e.g. reporters, editors etc.
- Ensure the consistency of the brand is reflected across all channels.
- Monitor and track discussion topics / trends and report back accordingly.
- Communicate internally and capitalise on consumer reviews and feedback
- Measure and report on the impact of social media on the overall marketing efforts.



- Respond to customer queries and crisis management, where necessary, to preserve brand reputation

About you:

- 5+ years of professional experience working with social media and PR.
- A track record of having grown a following and engagement rates.
- Able to create a defined social strategy.
- Effective communication and a track record of driving execution.
- Display a consistently positive attitude, self-motivated and enthusiastic work manner.
- Knowledge of social listening tools.

Interested? Send your CV and covering letter to:

Myrna Stevens - HR-Generalist, Chervon Europe Ltd (myrna.stevens@eu.chervongroup.com)

