

JOB OFFER

BROOKS ENGLAND

DIGITAL COMMUNICATIONS SPECIALIST

10/2021

Selle Royal Group, for its brand *Brooks England*, is looking for a **Digital Communications Specialist** (M/F).

The successful candidate will be responsible for the digital communication channels of the brand, specifically of all the content management in line with brand and business goals.

MAIN RESPONSIBILITIES:

- Develop and execute social media strategies across all platforms;
- Support the content creation with internal and external teams;
- Create and maintain a digital editorial calendar (long-term and short-term);
- Execute digital communications plan on all brand touchpoints;
- Manage digital campaigns that are in line with brand positioning and business goals;
- Manage all website operations: new layout, banner, magazine, landing, store locator in collaboration with web agencies;
- Manage email marketing activities;
- Support performance marketing plan, digital marketing and on-site content optimization and grow site-traffic coordinating with e-commerce team;
- Support in special digital PR projects and contribute on the social media influencer & partnership program to grow brand awareness;
- Track and report social media KPI and performance analytics;
- Monitoring competitors and relevant social media channels.

SKILLS:

- Social media/Digital communications tools management;
- Editorial Planning Management;
- Visual content management;
- Proven copywriting skills;
- Proficiency in English;
- Interpersonal & intercultural communication;
- Organization and project management.

REQUIREMENTS

- Degree in Communications/Digital Marketing/Journalism or related fields;
- Min 3/4 years of experience in the same role or equivalent;
- Up-to-date with the latest trends and best practices in online marketing and metrics.

To apply, please, send your CV in the dedicated section “Careers” or at job@selleroyalgroup.com

All qualified applicants will receive consideration for employment without discrimination on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, or any other factors prohibited by law.

About Us

Selle Royal started in 1956 as a small workshop for bicycle saddles, founded in Vicenza, Italy by Riccardo Bigolin. Today, this small company has become one of the most admired Groups in cycling, with brands for each market segment and end-user, from urban/city/comfort to MTB, road and touring. With sites in Italy, UK, California, Taiwan, Brazil and China, the Selle Royal Group is currently engaged in the development, production and marketing of bicycle saddles and accessories, hard goods such as seat-posts, handlebars and wheels, as well as cycling clothing and soft goods including bags and cycling shoes under the brands Selle Royal, fi'zi:k, Brooks England, Crankbrothers and Pedaled, each an iconic reference point to diverse cycling communities.

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