

## Our Vision

Arkage believes that creativity and communication can change the future for the better. The world of communication is constantly changing, but the principles by which we carry it out remain constant: respect for people and their time, a passion for valuable communication with a high emotional impact.

Inspired by art and grateful to nature, we are committed to making a positive impact on our Planet. We began this journey at the dawn of the new millennium.

Many new competences are on board, in an era of fabulously post-digital technology, to express the full potential of communication in the best possible way.

## How does the application process work?

- (1) you complete the application on the website [arkage.careers](http://arkage.careers) (don't forget to submit your [myers-briggs profile](#))
- (2) we get back to you for a first interview
- (3) after the first interview, the person responsible of your team (creat/dev/cx etc) gets involved for a second interview
- (4) almost done! we will discuss about budgets and you will get a final interview with our CFO Barbara
- (5) welcome on board! Now an onboarding process begins

At any stage of the selection process, if something does not go as intended, we will send you an email explaining the reasons within 30 days from the first application. If it happens, don't worry! We periodically reopen the positions and if you are already in our DB you have more chances to join our ark in the future.

We invite you to stay updated about our events on [welcometothearkage.com](http://welcometothearkage.com)

*Please check the next page to know what we are looking for.*

La ricerca è rivolta ad entrambi i sessi ex L. 903/77.



## Arkage is looking for a **Media Specialist - Social Media Manager**, is that you?

### Responsibility

- Design and implement media strategy to align with client's business goals
- Develop media plans based on the client's objectives: identify and purchase ad space both on traditional and digital channels
- Plan and execute Internet marketing campaigns for our clients through Facebook Ads
- Plan, manage and execute ads campaigns for our clients using Google Ads
- Collect, monitor and improve ads campaigns results
- Generate, edit, publish and share social media content
- Manage and engage Social media communities
- Collaborate with Arkage team members, like Art Directors and Account Managers, to ensure brand consistency
- Run social media ads campaigns
- Produce reports for clients

### Professional Skills

- Management of Adv campaigns
- Work in agile framework following main agile methodologies
- At least 3+ years experience with social media management and strategies
- English language proficiency (at least B2)
- Knowledge of Google Analytics, Facebook Ads and Google Ads
- Usage of reporting dashboards like Google Data Studio
- Ability to work with influencers
- Ability to manage a marketing influencer campaign

### Attitude and Soft Skills

- Multitasking
- Ability to work in a team
- Familiarity with social network and CMS platforms
- Constant updating on news, trends, technologies, editorial, social marketing
- Curiosity towards news and personal research
- Creativity and an open approach to the post-digital world
- Love for digital and excellent technical skills

La ricerca è rivolta ad entrambi i sessi ex L. 903/77.



- Ability to work in an organized manner, with method and professionalism
- Ability to work under pressure and short deadlines
- Ability to work both in groups and independently
- Speed of execution

### **Nice to have**

- Proficiency with DEM platform like SAP, Mailchimp or similar
- Usage of Social media listening tools such as Brandwatch, Meltwater or similar
- Knowledge of Mojo and Canva
- Knowledge of Adobe Photoshop (basic)
- Knowledge of video editing tools (basic)
- V.A.T.

### **What we offer**

- Employment or Collaboration Agreement according to the candidate's profile
- Salary and professional category commensurate with the candidate's experience
- Company bonus
- Apple Inc. workstation
- Arkage Learn Conferences and Events
- Training, online courses, books and documentation
- Research and Development on innovative topics (VR, Wearable, IoT, iBeacon, AI and much more)
- Heterogeneous project teams: Developers, Designers, Creatives and Strategists
- Smart working (we were doing it even before Covid)

La ricerca è rivolta ad entrambi i sessi ex L. 903/77.

