



## シニアソーシャルメディアスペシャライズド

### 募集職種

#### 採用企業名

株式会社QVCジャパン

#### 求人ID

1494838

#### 業種

その他（流通・小売・物流）

#### 会社の種類

外資系企業

#### 雇用形態

正社員

#### 勤務地

千葉県, 千葉市美浜区

#### 最寄駅

京葉線、海浜幕張駅

#### 給与

経験考慮の上、応相談～750万円

#### 勤務時間

フレックスタイム制

#### 休日・休暇

完全週休二日制（土日祝）

#### 更新日

2024年12月20日 03:00

### 応募必要条件

#### 職務経験

3年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

無し

#### 日本語レベル

ビジネス会話レベル

#### 最終学歴

専門学校卒

#### 現在のビザ

日本での就労許可が必要です

### 募集要項

#### **Responsibility Summary**

This individual will be charged with managing social media profiles and executing the marketing strategy to drive reach, engagement, brand enhancement, and eventually sales. The role will interact with social media communities to promote the QVC brand, events, etc., and build an editorial calendar and related compelling, consistent, and meaningful content on all social media platforms. The individual will also have responsibility over QVC's video social marketing & content marketing

strategy, exhibiting a passion for storytelling as well as being a true cultural thought leader.

### **Key Accountabilities**

#### **40% Social & Community Strategy**

- Responsible for the brand identity across all social platforms, working directly with the social media production team and other content teams to ensure all content is brand-right and meets platform best practices.
- Implement and execute social media strategies that build brand awareness, and generate engagement, traffic, and sales.
- Implement curation/creation of brand content / editorial strategy that moves the needle on awareness, influence, conversation, and advocacy through people, voices, and content to ensure positioning comes to life (right content on the right platform)
- Stay current with social media trends and best practices.
- Manage customer service strategy on social media platforms.
- Develop a multi-platform social media video & content strategy that works to service various platforms (e.g., YouTube, IG, X, Facebook)
- Implement a cross-channel social marketing plan (including content strategy)

#### **40% Social Media Deployment & Moderation**

- Develop and deliver social media optimization (SMO)
- Build the editorial calendar/schedule, write, and review, and approve content to increase customer long-term engagement.
- Generate, edit, publish, and share content daily, ensuring consistent communication with our social media followers.
- Collaborate with other departments to manage company reputation, coordinate promotions, and increase reach.
- Moderate user-generated content and messages appropriately, based on company and community policies.
- Manage social selling opportunities with all Digital Store team members.

#### **15% Social Media Analytics**

- Analyze analytics reports in coordination with the Customer Analytics team to gain insight into traffic, demographics, and effectiveness to drive improvements in traffic/engagement.
- Report regularly on posting trends for each of the competitive platforms by utilizing analytical tools.

#### **5% Social Media Security Monitoring**

- Social media security monitoring, management of copyrighted materials and videos in partnership with the Legal team.
- Work with outside vendors and media platforms e.g., Meta, YouTube, and X to protect and manage the intellectual property rights of all content.

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### スキル・資格

#### **Qualifications**

- Business or above Japanese
- 3-5 or more years of relevant experience (social media marketing, Digital marketing, Content marketing, Marketing coordinator, Influencer marketing, Brand marketing, PR)
- Team management or team leader experience
- Project management skills and practical experience in using BI tools, web analytics, MS Excel, MS PowerPoint, MS Outlook, and MS Teams.

#### **Preferred Skills**

- Performs tasks independently under broad direction.
- Provides personal support to less experienced team members.
- Fluency in social media platforms
- Strong communication skills
- Deeper Social media marketing working expertise with solid best practices.
- Analytical skills

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### 会社説明