

Community Advocacy Specialist, L'Oréal Luxe

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Company: L'Oréal

Location: Warsaw

Category: arts-design-entertainment-sports-and-media

Community Advocacy Specialist, L'Oréal Luxe

As Community Specialist, you will build and implement the consumer advocacy and engagement strategy for Brands within the L'Oréal Luxe Division.

You will also:

Interact, recruit and engage with our online community of Key Opinion Leaders, Creators and Consumers Advocates

Interact and engage with key online communities of interest in social media channels using social media management software and Creator marketing tools

Spokesperson of brands for our earned communities, on forums and social media to evoke earned brand love online.

Be the main point of contact for Brands' teams and our external partners regarding owned social media profiles

Develop community engagement and loyalty programs aimed at generating UGC, ratings and reviews

Develop community bonding, love and loyalty via eventing, educational masterclasses, unmissable experiences online and in-person

Coordinate an efficient process of gifting and seeding management

Generate real-time marketing content via earned partnerships

Coordinate the development of community-focused real-time content based on monitoring social media, flagging opportunities, and formulating plans with internal and external stakeholders

Build earned online engagement through culturally relevant and relatable trending content

Provide internal stakeholders with detailed feedback

Summarize community insights and conversations reporting from internal and external teams to create actionable and operational reports that lead to optimization and efficiency in earned performance

Analyze and report on social community trending (pre and post) promotional launches to key internal stakeholders

Plan the brands calendar within the community activities based together with Brand Advocacy Managers and be main point of contact for them and other stakeholders across the Division and the Group

Plan and be the guardian of the budget of our online community projects

Develop best practices (from social media and influencer marketing to ratings and reviews generation, social listening, customer service/insights and user generated content) to drive innovative consumer engagement ideas that can scale across the Division and the Group;

You are:

Someone who has a clear understanding of digital communications strategy – from influencer marketing to consumer engagement in an omnichannel context (Community, Content, CRM, SEO..etc)

You live and breathe social media trends and always know the next big thing

A strong communicator with an ability to present ideas and strategy in visually impactful way

Comfortable working in a complex matrix environment and influencing senior stakeholders

Leads towards a data-driven organization and strategizes digital transformation

You have:

At least year of experience in digital branding and digital communications campaigns

Demonstrated experience in managing community programs, groups and relationships for brands

A drive to strengthen our Social, Advocacy & Influencer strategy – leveraging new tools and technology to develop and evolve our consumer engagement strategies via social channels, platforms and communities – from beauty advisors to brand superfans

Proficiency in social listening, a strong knowledge of social media platforms and trends, and a strong passion for digital communities and online subcultures

A proven track record within influencer marketing - identifying the right partnerships, audiences and platforms that fit the brand values and objectives.

English and Polish skill at level min. B

We offer:

Friendly and dynamic work atmosphere in diverse environment of the market beauty leader

Plenty of opportunities to grow – cross-divisionally and functionally

Rich e-Learning package

New Activity Based Working & sustainable office in the heart of the city

Dedicated Buddy from day one!

Attractive benefit package including: sports card, private health care, life insurance, pension package and internal boutique with a discount, product allocations and many more

Share in profit

Community engaged in Sports and CSR activities

We are open for candidates with disabilities.

Puedes inscribirte en un máximo de tres ofertas en un período de días.

No puedes retirar tu solicitud una vez enviada, así que asegúrate de elegir la posición que

mejor se adapte a tus habilidades y aspiraciones.

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