

Digital Communication Officer (H/F)

Permanent contract – Full-time – Supervisor status

Context

Sakata Vegetables Europe is a subsidiary of the Japanese Sakata Seed Corporation. We operate in the EMEA region for the development and expansion of vegetable seed activities. Thanks to our wide range of vegetable seeds, we want to create a relationship based on trust with our customers while applying our core values of Quality, Reliability and Service.

Within the Marketing department, the external communications team contributes to the promotion of the Sakata company, brand, and seed varieties in EMEA to advisors, direct and indirect customers, and the seed industry in general.

Missions

Reporting to the Communications Manager, you will work in collaboration with the communication teams of all EMEA sales zones (6 zones). You will be a project manager to co-define and implement the company's digital communication strategy vis-à-vis our external targets.

Your main missions will be:

- Identify and analyze digital needs and practices internally and at the market level,
- Define the objectives to be achieved by zones, recommend a strategy and an action plan,
- Manage service providers
- Define an editorial line and calendar for the various tools (web, social networks ...),
- Manage the creation and updating of content (textual and visual) in the form of web pages, posts, stories, reels...,
- Animate the community and generate engagement on our social networks,
- Follow the e-reputation of the brand,
- Set up monthly reporting tools,
- Manage budgets.

The communication department manages and initiates many projects: the complete redesign of the website is one of the priorities.

Profile

With a Bachelor degree (+3/+5) in digital communication and/or 5 years as a digital project manager in an international environment, you are a professional with good interpersonal skills with an ability to lead transversal and international working groups.

You have preferably worked in B to B environments.

You demonstrate organization, analysis, and synthesis. Your good level of autonomy allows you to be comfortable with project management.

Mastery of writing methods, syntax, spelling and grammar rules is an essential criterion.

The international dimension of this position requires a very good level of English.

You have a good command of CMS, measurement tools (Google Analytics, Search Console ...), retouching and natural referencing.

Knowledge of tools such as Semrush, Preview, Hootsuite and SEA would be a plus

Application

This position is to be filled as soon as possible on one of our two sites (Uchaud (30)/Les-Ponts-de-Cé (49)). If it corresponds to your project, send us your application (CV and Letter of motivation), before February 10, 2023 by e-mail to the following address: sve.recruitment@sakata.eu

