

Name of Studio: Palumbo Marketing

Job Title: Community Manager and Content Creator

Location: C. Baza, 14, Planta 1 Oficina 5, 18210 Peligros, Granada

Website: www.palumbo.es

Duration: 3 months

Company Description

Palumbo Marketing Consulting is a strategic consulting firm focused on the development of marketing plans, working with a broad range of clients in both Spain and Italy. Our approach is centered around understanding the business at its core, identifying its unique needs, and designing tailored marketing solutions that align with its specific objectives.

Focusing on creating custom marketing plans that resonate with the brand's identity, Palumbo ensures that the marketing efforts are not just effective but exceptional. Thanks to the strategic planning of marketing and sales actions, Palumbo's team focuses on the unique client goals, which guarantees that every action taken is purposeful and aligned with a long-term vision.

Role Description

During this 3-month Erasmus+ work experience placement as a Community Manager at Palumbo Marketing, the participant will be responsible for the management and development of the company's online media, setting and implementing social media and communication campaigns to align with marketing strategies.

The participant will perform a wide variety of tasks, including, but not limited to, interacting with community members on internal platforms, encourage user debate with recently published content, client research to learn about their field of expertise so the texts to be written will be the most accurate for promotion, gathering and recording customer feedback, creating relevant and engaging content for social media and blogging.

Required Applicant Profile

- Background in social media and/or digital marketing
- Track record of engaging audiences via social media (this can be via either professional or personal accounts)
- Knowledge and use of the Meta (Facebook) Business Suite platform
- Understanding of Search Engine Optimization (SEO) best practice
- Excellent writing, editing, grammar and proofreading skills
- Good general interpersonal and communication skills
- Intermediate level Spanish is required for this role
- Ability to work independently