



Atout France UK is the France Tourism Development Agency, responsible for promoting France on the UK market & developing France's tourism economy. As the French government's sole operator regarding the promotion of all aspects of tourism in France, we provide services and events for tourism professionals (press, tour operators and travel agents as well as event planners) and information to the general public. With 341 employees, dispatched in 30 countries and serving 70 markets, we work in partnership with public and private organizations and companies involved in the tourism industry, i.e. over 1,100 members representing the whole spectrum of France's tourism sector, as well as with partners based in the US.

The company has built up a strong reputation for excellence; we want to offer you the opportunity participate to our success as:

**« Social media executive », Based in London,  
Permanent contract**

### Main objective

To increase the social media presence and digital footprint of France as a tourist destination, adhering to Atout France's social media strategy for the UK and Ireland.

### Role specifics

- Implementation of France's social media strategy on Facebook and Twitter in coordination with the Head of Marketing (London), the European digital manager and the PR and Trade departments at Atout France's London's office
- Achievement of pre-defined social media targets: increase the community's size and engagement.
- Daily monitoring and optimisation of Atout France's social media platforms
- Daily monitoring and animation of the two social media communities, france.fr and Visitfrenchwine
- Content creation relevant for target audiences and social media platforms
- Working for influencers and set up valuable partnerships.
- Campaign analysis and dashboards productions: engagement rate, reach, fans, retweets, etc
- Social media benchmarking: identification of current and future trends, e-reputation, opportunities and competition
- Implementation of social media advertising campaigns
- Coordination with other members of the Marketing department: Head of Marketing, Senior Marketing Executive and E-marketing Executive

### Profile:

Education: Postgraduate: marketing, technology, digital, communication

Experience: At least, one year's experience in social media: Facebook, Twitter, Instagram, Google+, YouTube, Pinterest

### Skills:

- Good writing skills in engaging blog style
- Good knowledge of France and UK target audiences
- Understand the social media' objectives, developments and challenges.
- Aware of new trends in digital and webmarketing



- Knowledge of social media analytics
- Creative ideas of content and social media activations to engage with France.fr' community in line with Atout France's digital and content strategy
- Language: English mother tongue (preferably) or fluent, French would be a plus

#### The Person

- A positive, driven and forward-thinking individual with excellent interpersonal and communication skills.
- Diligent, reliable and able to work at a fast pace, this individual will be able to follow management instruction and work both as part of the team and independently to meet fixed deadlines.
- Dynamic and analytical in nature, with good attention to detail.
- Able to deliver high standards to customers and actively contribute to the overall marketing strategy.
- Able to identify and understand audiences and adapt communications as required.

#### Reporting and location

UK based, London

Reporting to Marketing Director

#### Type of contract

- permanent
- Availability : asap

*To apply*

**Send you resume + cover letter (with reference–SOCMEDUK/AK) at this email adress:  
recrutement@atout-france.fr**