

<p>Position overview</p> <p>The Web Coordinator will be responsible for all online content in their geographic region – collating information, generating content with reviews, images and video content to showcase all aspects of the Monster brand online via our own monsterenergy.com platform, as well as social media hubs like Facebook and twitter.</p> <p>This is very much a hands on role and will require dedication and commitment working in a variety of environments and be willing to travel.</p> <p>Good time management, enthusiasm, attention to detail and great communication are key to the role. Excellent understanding of written and spoken English and local language required.</p> <ul style="list-style-type: none"> • Travel: Majority of the role is done from home with training and management done via conference calls to Head Office. Occasional time in the local office and at events may be necessary.
<p>key responsibilities</p> <ul style="list-style-type: none"> • Constantly update local website with all News & Events • Leverage news & events on social media platforms • Create graphics in line with company objectives to accompany news and event articles online. • Translate local site fully including all menu labels, news articles and event posts • Conference call with Digital Marketing Manager every week to review online & future content plans • Keep updated with Marketing Team Leaders to ensure positive output is maximised and showcase all aspects of the brand online • Document, collect and report online/ media activity to provide monthly reports and newsletters • Establish relationships with media and key contacts and ensure associations are optimised for a long term basis • Engage with local fans through social media • Assist Digital Marketing Manager with online promotions • Record and report all activities on a monthly basis in line with the Company Policy
<p>Experience and attitude</p> <p>The Ideal Experience:</p> <ul style="list-style-type: none"> • Excellent command of written English and translations into/ from home language • A passion for digital media including, social media, web and apps • Proven ability to work on own initiative in an unsupervised environment • Confident with various platforms of social media • A good eye for detail
<p>The Person:</p> <ul style="list-style-type: none"> • Flexible, enthusiastic, hardworking & committed • Self-driven, can work on own initiative or within a team • A rapid learner & a creative solver of problems • Resilient and able to cope with the rigours of a demanding job
<p>Essential:</p> <ul style="list-style-type: none"> • Excellent command of written English and translations into/ from home language • Ability to use a CMS, upload text, photo and video online. • A good standard of business English and email etiquette • Adobe Photoshop • Microsoft Office PowerPoint • Experience in social networking <p>Desirable:</p> <ul style="list-style-type: none"> • Photographic/Video Skills • HTML knowledge • Gifted and natural communicator in any media