



JOB DESIGNATION: Coordinator - Social Media & Communications
AREA: Global
BASED IN: SkyTeam Office – Amsterdam
DIVISION: Brand & Communications
REPORTS TO: Director - Brand & Communications

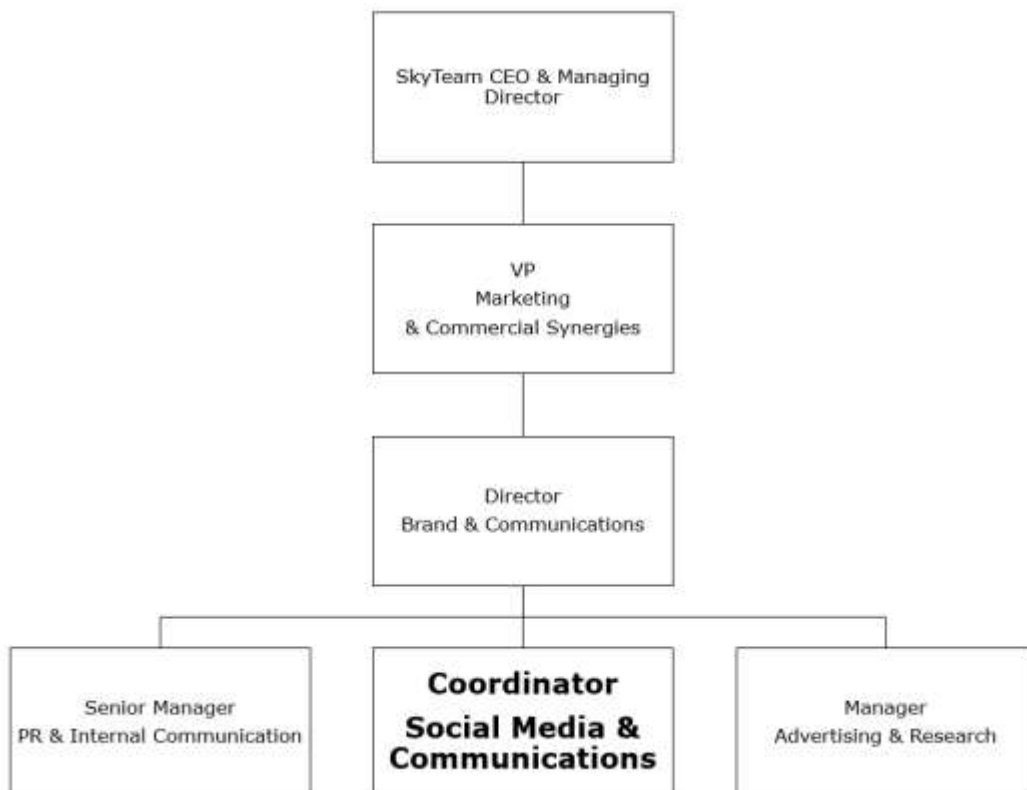
PURPOSE OF THE JOB

Within the framework of the brand & communications (B&C) plan manages the social media policy of SkyTeam with the appointed agency as well as the corresponding departments at each member airline.

Assist the B&C team in project implementation and the SkyTeam Airline Alliance Management (SAAM) office in their communication needs.

Along with the B&C team, contribute collectively to building and maintaining the image and reputation of SkyTeam among customers, media and member airlines.

POSITION WITHIN SAAM ORGANIZATION:





BUDGET:

- About € 200,000 to 300,000 revised each year (Social Media)
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KEY RESULT AREAS:

1. Manage the social media plan of SkyTeam:

- Develop and implement SkyTeam's social media plan liaising with the corresponding departments at each member airline
- Create and steer the execution of campaigns and posts across Facebook, LinkedIn, Instagram, Twitter, YouTube, WeChat and Weibo
- Lead the social media working group (made up of counterparts from member airlines)

2. Assist the B&C team with their project implementation:

- Take the logistical lead for events, which could include members meetings, advertising, shoots, lounge openings or press events. And may cover invitations, hotels, meeting rooms, decoration etc...
- Coordinate some internal and external day-to-day activities, include news updates, reporting and media monitoring
- Manage the SkyTeam brand portal and the B&C SharePoint. Make sure all documents are updated and complete
- Respond and assist the members on their branding needs (signage etc.)
- Take the lead on defined projects when asked and agreed with the other B&C team members

3. Assist the SAAM office with their communication needs:

- Work with members of the SAAM office to create consistent and high quality content by proofing work and providing guidance on tone, style and grammar. This also includes advices on visuals, templates etc.
 - Supports the sales team to develop and implement tactical marketing communication projects: marketing collateral, tradeshow booths, internal communications materials for the members' sales teams
 - Take the lead in the office decoration in order to have a professional image of SkyTeam to the members
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MAIN INTERFACES:

- Director brand & communications and other communications team members
 - Sales & commercial synergies department
 - Occasionally journalists, bloggers and other media-related counterparts
 - International external communication agencies
 - Social media managers from member airlines in the lead
 - Communications, brand and advertising representatives from member airlines
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JOB LEVEL

Coordinator

PREFERRED KNOWLEDGE/EXPERIENCE:

- Bachelor's degree or equivalent in communications, advertising, journalism or a related field
 - Solid two/three years social media background
 - Preferred two/three years' experience in airline/service industry or communications, either via business or through an agency
 - Up-to-date knowledge of social media tools and tactics
 - Communications experience, including copy writing, proof-reading, implementation, evaluation and management of budgets
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COMPETENCIES:

- Excellent oral and written communication skills in English (mother tongue or real mother tongue level **INDISPENSABLE**)
 - Able to work in teams and being sensitive to other national and corporate cultures
 - Creative thinking and judgment
 - Problem solving attitude, with a pragmatic approach
 - Strong project management and organizational skills
 - Ability to prioritize and balance multiple projects simultaneously
 - Results driven, proactive and able to work autonomously
 - Flexible and able to work and remain calm under pressure
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The responsibilities and tasks of the position are not limited to the above mentioned and deviations can occur at any point in time in coordination with the direct manager.

June 24th 2019