

Senior Social & Activation Strategist

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Company: Edelman

Location: Amsterdam

Category: other-general

This is an exciting opportunity to join Edelman's Amsterdam digital marketing department. In this role, the Senior Social & Activation Strategist will be responsible for devising an overarching digital strategy for both B2B and B2C clients. You will be mentored and managed by the Head of Digital Netherlands and work in a team of influencer, digital and content specialists.

Key responsibilities:

Independently craft insights-led, digital strategies

Identify digital, cultural trends and translate them into insights to inspire projects or digital thought leadership

Work collaboratively with cross-functional teams across the Netherlands and our Global network

Proficiency at writing deck narratives and telling stories

Lead a team of junior social strategists and understand how their day-to-day work plugs into the bigger business objectives

Write campaign briefs with a clear insight and cultural tension

Translate inputs from junior digital team members into outputs that become client facing

Able to speak to, represent and upsell our social and content offering around Active Brands and B2B Social

Confident presentation skills that enable you to speak on behalf of the Social and Digital team in client meetings

Essential requirements

Deep understanding of social media best practice and digital culture across key apps – TikTok, SnapChat, Pinterest, Meta, X and YouTube

Experience working on both digital and social projects

Experience independently leading projects and new business pitches in a digital role

Fluent in Dutch and English

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