

Social Media Strategist EMEA

Job number: 858712



Scope of the role:

As a member of the EMEA Marketing team, the Social Media Strategist will help shape and manage Franklin Templeton's social media strategy. This individual will be responsible for advising on and executing social media campaigns for our EMEA region. In support of larger marketing initiatives, this team member will work collaboratively with the stakeholders in EMEA to advise on, create, execute and report on social media ad campaigns across social media channels. We are seeking a social media strategist with holistic social expertise and strong relationship-building skills.

Working with us, you will be responsible for:

- Drive regional social content strategy across all EMEA markets, ensuring alignment to key client segments and regional sales objectives and clearly defined KPIs
- Work closely with Corporate Social teams to ensure organic and social plans and objectives are aligned
- Develop and manage regional paid social media calendar
- Plan and set up social media campaigns, execute Social Media planning and buying
- Work with internal creative team, copywriter, agencies, compliance, Corporate Social as well as using AI copywriting tools to generate effective and engaging social posts fit for channel
- Consistent monitoring and optimization of social ad campaigns while in-flight to ensure best results and ROI possible
- Prepare reports & recommendations for Corporate Social teams and regional Sales and Marketing Leaders
- Constant evaluation of the competitive and paid media landscape to identify new growth opportunities, tactics, and channels
- Adhere to Corporate Social Media guidelines and channel best practices

We are looking for candidates who (have):

- zEducation and experience
- Bachelor's degree
- 3+ years developing social media ad campaigns for a major brand in a corporate environment
- Proficient in executing and managing bidding strategies on platforms like LinkedIn, X (formerly Twitter), Facebook, Instagram to maximize ROI
- Deep understanding of ad formats, specifications, and best practices unique to each social media platform for optimal performance
- Expertise in performance paid media principles such as keywords, ads, bidding automation, conversion funnels, website optimization, creative testing, and audience segmentation
- Track record of driving meaningful growth in paid social channels

Benefits for you



Local work
with global
perspective



Attractive
location
in the center
of Poznań



Medical Care and
Life Insurance



Office gym
and optional
MultiSport cards



Investment
opportunities



Company
childcare



Charity
events



Learning
resources

APPLY!



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We are looking for candidates who (have):

- Advanced knowledge of social media platforms and ad/campaign managers
- Advanced knowledge of social media metrics reporting and the ability to effectively communicate results
- Proficiency with Microsoft Excel, Datorama, Sprout Social
- Skills and abilities
- Ability to work independently; participates in determining objectives of assignment; plans, schedules and arranges own activities in accomplishing objectives
- Ability to organize and prioritize workflow and to coordinate the work of others
- Outstanding communication and relationship-building skills
- Excellent business judgement and ethics
- Ability to show a strong portfolio of client work (feel free to add your portfolio to application form)
- Fluent English verbal and written communication skills (other languages an asset)

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