



## **Distribution Manager**

### **Job Purpose:**

The Distribution Manager will be responsible for the design and creation of social media activation programs and strategies to maximize online engagement around Samsung divisions, campaigns and promotions at the local level. This position will partner with the Community Manager but will interface with the local client, regional team and the Global Social Media Center headquartered in New York.

### **Primary Responsibilities:**

#### **Manage local social strategy and program design**

- Understand the community and design programs, thought leadership for creating strategic marketing/communication plans across social media landscape
- Manage localization of global content into a strategic feed for production and integrations in local partner channels
- Collaborate with the project team to identify strategies, solutions and insight from content generated in social media on daily basis that drive traffic and grow number of fans/followers
- Identify what is working, what is not and create programs to adjust strategy to engage consumers in social media platforms
- Create and manage the local editorial calendar and ensure global/local content is pushed out, quality and timelines are met

#### **Concepting & Executing Paid/Owned/Earned media programs**

- Establish, maintain and leverage relationships with local bloggers & influencers,
- Understand online media landscape, identify target consumer lifestyles & create partnerships with relevant websites
- Understand the myriad of new web properties and distribution platforms
- Understand the 'value exchange' process by which earned partnerships are negotiated around
- Interface between Global Social Media Center, Social Media Director and other key stakeholders within the LB and Samsung organization

### **Qualifications:**

- Manage page/channel daily operations, including themes/skin/layout changes when appropriate.

**Important Considerations/Requirements:**

- Ability to leverage existing media relationships to generate earned impressions & engagements
- Digitally savvy and actively participates in wide variety of social media activities
- Understand popular social networks including design, functionality and users
- Affinity and passion for technology
- Superior communication and presentation skills
- Attention to detail
- Appreciative of creative product
- Culturally sensitive
- LANGUAGE NOTE\* Candidate must be fluent in English and local language(s)
- Level of maturity required
- Passionate leader who values and fosters collaborative, cohesive teams

**Please contact:**

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