



National Content Manager IMA Netherlands

Job description

As member of the National Committee the Content Manager (CM) will form a team with the PR Officer (PRO). This team establishes and implements the national communication strategy in line with the current PR strategy of IMA Global and ensure that the objectives linked with specific parts of the PR strategy are achieved within the national group.

The CM will align with the PRO to identify the best schedule to share various information and on which platform(s) of the IMA Netherlands accounts¹ as the content may vary depending on the channel and the time of the post.

The CM will align with the PRO to ensure the posts on the IMA Netherlands accounts are aligned with the publications on the website.

The CM establishes and maintains links with social and print media, radio and television, organizations and companies who could offer publicity and advancement of IMA's aims

The CM will keep a constant look on the various posts of IMA Netherlands and the other national groups of IMA on the different social media channels and national webpages and identify the articles, stories, events or experiences and pictures and select those which should be interesting to be shared on the IMA Netherlands accounts.

The CM will take care of publication on the IMA Netherlands accounts of articles, pictures, stories regarding corporate partners, IMA members and developments in the profession. The CM will proactively check as much as possible professional sites & sources and select interesting articles related to our profession and the economic trends which should be shared on the IMA Netherlands accounts.

The CM will focus on the importance to increase the visibility of our association in the fields of its international dimension, the networking opportunities, the learning, training and development possibilities. A steady presence on the social media is of the utmost importance to attract the young generation.

In co-operation with fellow National Committee members, the CM organises events, seminars, visits et cetera, of general interest to the members.

The CM actively participates in all local events, including seminars, visits, members' meetings, National Committee meetings and national AGM.

It goes without saying that any of the tasks above are to be handled in alignment with the marketing strategy of IMA Global with the Executive PR Officer as point of contact.

Key requirements:

- Creativity
- Experience in working with social media
- A genuine interest in new technology
- Well organized, self-propelled and driven team player
- Functions as a back-up for the PR Officer

¹ The current IMA Netherlands accounts are the LinkedIn Page and Group, the Facebook Page and Group, Twitter and Instagram. IMA Global also has a YouTube channel.