



## Company Introduction

WarOnCancer is a health tech company on a mission to improve mental health for everyone affected by cancer. The company is developing a social network for patients, survivors and loved ones where members can capture and share the world's moments, connect, follow and thrive.

By uniting on a global platform, we are working towards building an infrastructure where our members can contribute their data to the larger cancer ecosystem, and hence play an essential part in accelerating healthcare and improving research.

## Job Description

As Social Media Manager you have a crucial role in developing the WarOnCancer brand and taking our presence in social media channels to the next level. The role includes both strategic and operative responsibilities and you will coordinate and manage all social media channels. You will be a part of the Marketing & Communication (MARCOM) team and work closely with all the different team members. You will have both individual KPI's (reach & engagement) and share overall KPI's with the rest of the MARCOM team. You will be based at WarOnCancer's headquarters in Stockholm.

## Responsibilities

- Develop a social media strategy based on our overall communication strategy
- Collaborate with the rest of our marcom team to plan and develop social content
- Influencer Marketing
- Handling issues and crisis communication in social media
- Community management by listening and respond to users in a "social" way while cultivating leads and sales.
- Monitor trends in social media tools, applications, channels, design and strategy
- In-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest etc.) and how each platform can be deployed in different scenarios.

- Promote content through social advertising
- Convert fans into loyal users
- Ensure brand consistency

## Requirements

- Proven track-record/experience of 3 years+ as a Social Media Manager
- Hands-on experience with MS Office, Adobe Creative Suit and WordPress and MailChimp.
- Expert on social media
- Highly creative and ideas-driven
- Excellent writing and oral skills in English (native or bilingual proficiency). A further language is a plus.
- Strong attention to detail
- Strong organizational and time-management skills
- Self-propelled and continuously carry out own initiatives.
- Some kind of education in marketing, digital marketing or PR.

## Personal Qualities

We are seeking a person who eats, breathes and lives for innovation and creativity and has a great passion for impact. You are well aware that a brand should be driven by values, rather than being product oriented, in order to break through in a market characterized by fierce competition. You are genuinely interested in new technical opportunities and have a good sense of the global tech-scene and startups. You are prestige less, open minded and a good team player. You are driven by curiosity and the passion to always develop your skills. You believe in the fact that "yes is more" and you like to be in a creative and global, multicultural environment. You put equal interest and effort in the operative and strategic sides.

**Send your application to [career@waroncancer.com](mailto:career@waroncancer.com) no later than 31/10/2018. We will be interviewing continuously and may close the recruiting process before this date.**

WarOnCancer AB, Birger Jarlsgatan 57C, 11356 Stockholm, [career@waroncancer.com](mailto:career@waroncancer.com)