



**MEXEDIA**

Fast, easy, safe.

**Mexedia S.p.A. S.B.**

Via di Affogalasio, 105 - 00148

Rome RM, Italy

T: +39 (06) 94502581

[mexedia.com](http://mexedia.com)

## Job Offer

### Senior Social Media Manager with CRM and Email Marketing Skills

**Position:** Senior Social Media Manager

**Location:** Via Affogalasio 105 - Rome

**Contract:** Full-Time

**Work Modality:** Hybrid

#### Role Description

Mexedia S.p.A. SB, a tech company operating in the telecommunications and business services sector, seeks a Social Media Manager who combines creativity and technical expertise to manage the social platforms of various group companies, as well as CRM and email marketing campaigns. The ideal candidate will be results-driven and able to craft strategies for a robust online presence, enhance engagement, and drive customer conversion throughout the marketing funnel.

#### Main Responsibilities:

- Develop and implement social media strategies to increase brand awareness and audience engagement.
- Create original content supported by graphic concepts and optimised copy for various social channels (Facebook, Instagram, LinkedIn, TikTok, X, etc.).

PEC: [mexediaspa@legalmail.it](mailto:mexediaspa@legalmail.it)

Cap. Soc.: € 57.000.000,00 i.v.

P.IVA e C.F: 15997541006

REA: 1627922



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- Collaborate with the Marketing Specialist to design and execute social and Google ad campaigns.
- Analyse social media performance using analytics tools and provide detailed reports with insights.
- Manage the company's CRM, monitor the customer journey, and enhance client retention and communication.
- Design and execute email marketing campaigns and newsletters, including templates, copywriting content, and automation.
- Collaborate with the marketing team to integrate digital strategies and achieve shared goals.
- Stay updated on the latest trends and technologies in social media and CRM.

**Requirements:**

- Proven experience (minimum 3 years) in managing social media and digital campaigns.
- Advanced knowledge of social media management tools (Meta Business Suite, Business Manager, Hootsuite, etc.).
- Strong analytical skills and experience with tools like Facebook Insights or similar platforms.
- Expertise in creating and optimising internal and external email marketing campaigns and newsletters (e.g., Mailchimp).
- Creativity, proactivity, and excellent organisational skills.
- Excellent command of English, as some group companies are non-Italian.

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- Basic knowledge of graphic design tools (Canva, Adobe Suite) and SEO is considered a plus.

**What We Offer:**

- An innovative and stimulating work environment.
- Opportunities for professional growth and continuous training.
- Benefits: company laptop.
- RAL: 30K

**How to Apply:**

Send your updated **CV** to [jobs@mexedia.com](mailto:jobs@mexedia.com). If available, include examples of managed social media pages or a portfolio.

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