



Community manager – Bilingual English

“Engage in conversations with our audience on social media, send targeted content to address our audience needs, support YellowScan’s own media content strategy”

YellowScan designs, develops and manufactures UAV and mobile LiDAR solutions for 3D mapping professional applications. Our customers use these solutions in the fields of surveying, civil engineering, mining, forestry, environmental research, linear infrastructure monitoring (railways, roads, powerlines...).

Join an enthusiastic team of 40+ people in a high-tech company with strong international growth. Team spirit, commitment and self-management are the driving forces behind the YellowScan.

To support its growth in a global market, YellowScan is actively seeking its future **Community manager - bilingual English**. Within the Marketing-Communication team (3 people), our new "team player" will take charge of addressing messages and content to our online audiences (leads, customers, media and influencers). The goal is triggering sales conversations through community management and emailing.

Responsibilities:

Key Objectives

- Lead, execute and develop marketing strategy for all lifecycle initiatives
- Manage media campaigns for brand awareness and leads acquisition using all digital marketing channels

Community

- Develop and execute an overall CRM strategy and communications plan leveraging appropriate marketing channels
- Drive buy vs. build decisions including evaluating, onboarding and integrating with new vendors and technology that move the business forward, simplify and speed up processes, and increase effectiveness of tactics / programs
- Plan and execute digital marketing media campaigns to onboard new members ensuring a healthy ROI
- Manage media campaigns for brand awareness
- Manage our community website and increase user engagement and lifetime value by moderating content and organizing campaigns to stimulate community involvement against measurable metrics.

Social media

- Create and grow profiles on social media, including Facebook, Twitter, Instagram and LinkedIn
- Build and implement social media plans and content calendars
- Manage social media content and track performance daily
- Work together with copywriters, designers, and product teams to ensure high quality content creation
- Prepare seasonal, weekly, and monthly reports, and monitor progress
- Build and maintain the process to resolve customer inquiries through social media

About you

- Hands on experience in daily social media management from development of SM event calendars and content creation to performance measurement
- You have **excellent written and spoken English** skills and you speak French. Any other language would be appreciated (Spanish, Chinese, Arab,...)
- You are open-minded and curious with an entrepreneur mindset
- You are organized and able to manage priorities



- You already worked as community manager, communication manager in a B2B environment
- Having knowledge in geomatics or sensors or showing a strong interest in technology would be a plus

What we offer?

- A company culture focused on efficiency, direct and human relations; opportunities to propose ideas and ensure their implementation.
- A secure atmosphere: our company is open to all profiles
- Team spirit

Position to be filled as soon as possible on a long-term contract - France, Saint Clément de Rivière, near Montpellier in the South of France.

Please send your resume and cover letter in English to gaelle.dhauteville@yellowscan-lidar.com