



Digital & Social Media Coordinator, EMEA

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation ranks amongst the world's most popular animation production studios. Toei Animation's operations include animation development and production, and worldwide marketing and program licensing. Founded in 2004, **Toei Animation Europe** (TAEU) is in charge of the distribution and exploitation of Toei Animation's animated series in Europe, Africa and the Middle East. Among its most famous series: Dragon Ball, One Piece, Saint Seiya, Sailor Moon, Digimon, Captain Harlock,...

In order to support the development of TAEU's digital and social media activities in EMEA, we are looking for a Digital & Social Media Coordinator to join our Global Marketing & Content Division.

Responsibilities:

- Plan company's Digital & Social Media activities in order to increase brand awareness, support marketing initiatives and increase sales
- Develop, implement and manage TAEU digital & social media content in strict compliance with brands regulations, marketing constituency and community expectations
- Work closely with European (Marketing, Sales and Content) and Japanese team to ensure complete copywriting and designs approval of content for optimal communication roll-out
- Coordinate the work and the relationship with the various technical service providers if needed (studios, designers, ...) and attend dedicated events for reports if necessary
- Define most important social media KPIs, measure the success of every digital & social media campaign, provide constructive feed-back
- Monitor web traffic metrics and user engagement, suggest content optimization
- Keep abreast of the latest social media best practices and technologies

Requirements and qualifications:

- 1-2 years of experience, as a Social Media Coordinator or similar role will be a plus
- Interest in Entertainment/Anime
- Knowledge of social networks best practices and web analytics
- Highly organized and strong attention to detail
- Familiarity with web design and publishing
- Excellent copywriting and copy-editing skills
- Great interpersonal and communication skills

- BA in Marketing or similar relevant field.
- Fluent in French, English and Japanese (N1 JLPT level), both written and spoken

This role is full-time and based in Paris.

Please send your application in English and in Japanese with the job title in subject to: jobs@toei-animation.com