

# Social Media Executive

We are a Lisbon-based company, part of a leading and internationally recognised group operating in the **Gaming and Entertainment** sector, both online and land-based.

**Estoril Sol Digital** is part of **Grupo Estoril Sol**, the largest and most prestigious casino group in Portugal, with over 50 years of experience operating land-based casinos, including Casino Estoril, Casino Lisboa, and Casino da Póvoa.

We operate the online gaming platform **ESCONLINE.PT**, which launched in 2016 following the introduction of the Portuguese online gambling regulation.

We are currently looking for a **Social Media Executive** — a strategic, analytical, and creatively driven professional who can elevate our brand's digital presence, strengthen audience engagement, and drive measurable growth across our social platforms.

This role goes far beyond posting content. It involves building impactful campaigns, analysing performance, leading social media initiatives, and ensuring all platforms consistently reflect our brand voice, values, and business objectives.

If you are proactive, organised, and passionate about turning ideas into results, we would love to meet you.

## Key Responsibilities

### 1. Strategy & Planning

- Develop and execute a comprehensive, multi-platform social media strategy aligned with business objectives.
- Conduct performance audits and continuously optimise strategies based on data-driven insights.
- Define KPIs, growth targets, and engagement benchmarks for all social channels.
- Plan monthly and quarterly content calendars aligned with marketing campaigns and key company milestones.

### 2. Content

- Drive the creative vision and oversee the creation of engaging, on-brand content for all social channels.
- Collaborate closely with design, product, events, and VIP teams to produce high-quality visuals, videos, and copy.

- Stay up to date with social media trends, formats, and platform updates to ensure content remains fresh and competitive.
- Produce consistent, on-brand content on a weekly basis.
- Work with internal teams to develop content ideas, concepts, and scripts.
- Innovate through new content formats, particularly video-driven content. (This is not an essential requirement.)
- Review and approve posts to ensure messaging consistency and compliance with brand guidelines.

### **3. Analytics & Optimisation**

- Monitor and analyse key performance metrics such as engagement, reach, conversions, and audience growth.
- Deliver weekly and monthly performance reports with clear insights and optimisation recommendations.
- Identify high-performing content formats and scale their impact using data-backed strategies.

### **4. Community Management**

- Oversee daily engagement across social platforms, including messages, comments, and mentions.
- Manage online reputation and ensure consistent, professional communication.
- Encourage user-generated content and foster an active, engaged online community.

### **5. Paid Social Collaboration**

- Collaborate with media buyers and partners to plan, support, and optimise paid social campaigns.
- Identify high-performing organic content for paid amplification.
- Track campaign results and provide insights to improve ROI.

### **6. Organisation & Workflow**

- Manage the social media workflow, ensuring campaigns are delivered on time and meet performance objectives.
- Set clear priorities and ensure accountability within the ESC social media content.

## **7. Additional Responsibilities**

- Support the management and organisation of internal communication platforms, ensuring all messaging aligns with company guidelines.
- Ensure consistency of tone and language across all communication channels and formats.

---

## **Preferred Skills & Qualifications**

- **Minimum of 2 years' proven experience in Social Media or Digital Marketing.**
- **Strong copywriting and content strategy skills.**
- **Analytical mindset with experience using analytics tools (Meta Business Suite, Hootsuite, Google Analytics, etc.).**
- **Experience collaborating on paid social campaigns (Meta Ads, LinkedIn Ads).**
- **Solid understanding of social media algorithms and engagement best practices.**
- **Good English communication and organisational skills.**

---

## **What We Offer**

- **A rewarding experience in a dynamic and entertaining industry.**
- **Full-time hybrid work model (3 days working from home)**
- **Continuous training with experienced and passionate professionals in a fun and challenging environment.**
- **The opportunity to grow within an ambitious, fast-expanding company with a strong, family-oriented culture.**
- **Medical insurance, birthday holiday day, and more...**

**Ready for the challenge?**

**If this role aligns with your experience and profile, we would love to hear from you.**

**Please send your CV in English to [info.online@estorilsoldigital.com](mailto:info.online@estorilsoldigital.com), indicating the subject:**

**Ref: ESD/marketing/SocialMediaExp**