

CONTENT & SOCIAL MEDIA MANAGER MHG (H/F)

JOB DESCRIPTION

Job title: Content & Social Media Manager Mangalis (CSMM)

Department: Digital Marketing Hub Group

Category: Executive

Direct manager: Mangalis Digital Hub Project Manager

Functional manager: Mangalis Digital Marketing Hub Manager

Location: Abidjan – Côte d'Ivoire

Mangalis Hotel Group – A unique combination of natural materials supported by technological boldness.

Founded by Teyliom Group in 2012, Mangalis is set to revolutionize the African hospitality industry through its three brands: **NOOM Hotels** (upscale segment),

SEEN Hotels (mid-scale), and **YAAS Hotels** (economy lifestyle).

Mangalis aims to become a benchmark in the African hospitality sector by offering rooms, suites, and residences recognized worldwide for their innovation, quality, and excellence.

JOB SUMMARY:

The Content & Social Media Manager Mangalis role is strategic in designing, writing, and leading the content strategy of the Mangalis Digital Marketing Hub across digital channels (social media, website, CRM, blog, partner media).

ORGANIZATIONAL STRUCTURE:

The CSMM reports to the Mangalis Marketing Hub Project Manager and is functionally attached to the Digital Marketing Hub Manager.

TASKS AND RESPONSIBILITIES:

Main responsibilities:

Content strategy

Social media management

Analysis & reporting

Collaboration & coordination

Innovation & creativity

Specific missions – Communication:

Creation of communication materials

Design according to guidelines and oversee the production of brochures, videos, newsletters, and advertisements related to Mangalis and its hotels

REQUIRED PROFILE:

Bachelor's or Master's degree (4–5 years) in communication, digital marketing, journalism, or modern literature

Certification in Social Media Strategy or Community Management is a plus

Minimum of 3 to 5 years of experience in social media management, ideally in tourism, hospitality, or lifestyle brands

Fluent French; English reading and writing skills

TECHNICAL SKILLS:

Proficiency in social media platforms and their native tools (Meta Business Suite, TikTok Ads, LinkedIn Campaign Manager)

Practical knowledge of Adobe Suite (Photoshop, Illustrator, Premiere Pro or After Effects), Google Analytics, Canva Pro, Hootsuite, Metricool, or Agorapulse

Excellent writing skills and strong storytelling abilities

Etc.

KEY SKILLS FOR SUCCESS:

Proficiency with CRM, CMS, Google Analytics, social media tools, etc.

Strong ability to manage multiple projects simultaneously

Excellent media and digital culture

Ability to analyze marketing data and adapt strategies accordingly

REQUIRED QUALITIES:

Curiosity and digital agility

Analytical mindset and performance-oriented approach

Editorial and visual creativity

HOW TO APPLY?

Send an email to: careers@mangalis.com

Subject line (job reference): "CSMM MHG"

Attach: CV + cover letter

Application deadline: 20/12/2025