

Modern Dental Europe is a European market leader in dental technology and is part of the Hong Kong-listed Modern Dental Group. Modern Dental Europe supplies dental technology to dentists, orthodontists, dental surgeons, dental technicians, and dental technicians and has offices in 13 European countries.

Our company stands for state-of-the-art dental technology at a competitive price. We are a professional and economically strong and reliable partner and always offers dentists a stable and predictable and reliable process.

Join the digital dental revolution as

Social Media Expert

We provide a dynamic and customer-centric work environment where your innovative ideas and contributions will be highly valued. As a Social Media Expert you will play a key role in shaping our brand's digital presence and engaging with our global network of dental professionals.

Are you passionate about digital marketing and social media? Do you have a creative flair and a knack for storytelling? Then we look out for your talent and innovative ideas to elevate our brand and lead the conversation in digital dentistry. We're excited to see how you can help us shaping the future of digital dentistry at Modern Dental Europe. Join us in advancing the future of digital dentistry and making a meaningful impact on the industry.

Your key responsibilities

Creating and publication of social media content

You take the lead in creating and publishing engaging social media content, including videos, photos for our social media channels that showcase our expertise and commitment to advancing digital dentistry.

Analysis and interpretation of KPIs

Continuously optimize social media performance by analyzing key performance indicators (KPI) and leveraging insights to create meaningful reports that inform future strategies.

Carrying out keyword research and on-page SEO measures

Optimize our social media presence by conducting thorough keyword research and implementing Effective on-page SEO strategies to enhance visibility and reach.

Coordinate planning and playout of content via paid media measures

Lead the strategic coordination of content planning and execution through paid media measures, including managing agencies and driving further development of our social media strategy.

Your skills and experience

- Proven experience in social media management, including content creation, curation, and optimization, preferably in a B2B or healthcare industry setting.
- Strong knowledge of social media best practices, trends and emerging platforms.
- Excellent command of the English language, with exceptional writing skills and the ability to create persuasive and informative content tailored to our target audience.
- Proficiency in data analysis and interpretation to optimize social media performance.
- Familiarity with SEO practices and techniques to enhance social media visibility.

- Experience with software tools for video editing and production, creating engaging reels and stories.
- Strong organizational and project management skills, with the ability to coordinate content planning and execution.

Salary and benefits

- Salary range € 2.800 - € 4.000 gross per month (40 hrs. a week)
- Holiday allowance 8%
- 25 vacation days
- Travel allowance 0,23 ct/km
- Opportunity for personal development & growth
- Collective health insurance
- Beneficial sports through company fitness and participation in bicycle plan
- Fresh fruits
- Fun company events

Are you ready to lead the digital conversation in dentistry?

Please submit your resume and portfolio of your work showcasing your expertise in social media management and content creation to hr@elysee-dental.nl