TALENTS PLUS CONSEILS Benin, a Consulting firm specializing in Human Resources Management, is recruiting for the Afrikan Ceramics Solutions (ACS):

ONE (01) SOCIAL MEDIA MARKETING OFFICER (M/F) (REF: TPC-1126R03SMMO)

Location: Cotonou on-site with flexibility for showroom, site and event visits

SUMMARY

Afrikan Ceramics Solutions brings Elano Tiles to homeowners, architects, interior designers, contractors and retailers. They want Elano Tiles to be the most recognized and trusted tile brand in our markets, and social media is central to that. Then they are hiring a Social Media Marketing Manager to grow the reach of Elano Tiles across Facebook, Instagram and LinkedIn, and to build the brand through standout videos and creative posts.

MISSIONS AND RESPONSIBILITIES:

The Social Media Marketing Officer responsibilities include the following:

1. Strategy and planning

- Build and run a social media strategy aligned with sales targets, product launches and seasonal campaigns;
- Keep a monthly content calendar across all platforms, approved one month ahead;
- Define the brand voice and visual style for social, rooted in African design and craftsmanship;

2.Content creation

- Plan and produce photos, short-form video, Reels, carousels and stories;
- Shoot product installations, before-and-after transformations, showroom tours and behind-the-scenes production;
- Write clear, engaging captions in [English / French / local languages — edit to fit];
- Brief and manage photographers, videographers and designers when needed.

3.Community and customer engagement

- Respond to comments and messages within agreed times and route sales enquiries to the sales team;
- Grow reach and followers for Elano Tiles on Facebook, Instagram and LinkedIn;
- Collect and share customer reviews, project photos and testimonials, with permission;

4.Agencies and partnerships

- Select, brief and manage social media agencies to drive engagement and produce creative content;
- Review agency work for quality, brand fit and results, and hold them to agreed deliverables;
- Build relationships with architects, interior designers, contractors and home influencers;
- Plan collaborations, giveaways and showroom events;

5.Paid social

- Plan, run and optimize paid campaigns on Meta (Facebook and Instagram) and LinkedIn within the set budget;

- Track cost per lead and return on ad spend, and shift budget to what works;

6.Reporting

- Report monthly on reach, engagement, follower growth, leads and sales from social;
- Watch competitors and design trends and recommend new ideas.

Job Profile:

- Hold a Bachelor's degree in Marketing, Communications, Media or a related field, or equivalent experience;
- Have 3–5 years in social media marketing, including experience at a social media or digital marketing agency;
- Have an experience in managing agencies, freelancers and creative briefs;
- Have hands-on experience with Meta Ads Manager and at least one other ad platform;
- Have a proven track record in brand building, with examples of brands you helped grow;
- Have existing network of designers, architects or home influencers in the region;
- Have an eye for interior design, architecture or African art and craft;
- Have a portfolio showing content you created and the results it achieved;
- Have strong photo and video skills with a smartphone, plus editing in CapCut, Canva, Adobe Premiere or Lightroom;
- Be confident with analytics tools such as Meta Business Suite, Google Analytics and a scheduling tool (Hootsuite, Buffer or Later);
- Be creative, organized and comfortable working to deadlines;
- Be curious about trends and quick to test new formats;
- Be able to work well with sales, showroom and production teams;
- Have excellent written communication skills in (English / French);
- Have basic graphic design or motion graphics skills will be highly valued.

Is this profile yours?

Please send your application file by email, specifying the job title in the subject line **ONE (01) SOCIAL MEDIA MARKETING OFFICER (M/F) (REF: TPC-1126R03SMMO)** to the following address: recrutement@talentsplusafrique.com

An acknowledgement of receipt will be sent to you upon receipt of the application file, however if you do not receive the said acknowledgement of receipt, please resend the email.

DOCUMENTS TO PROVIDE:

- A cover letter addressed to the Managing Director of TALENTS PLUS CONSEILS specifying the position and its reference (including your availability and your salary expectations);
- A detailed Curriculum Vitae (Resume);
- Copies of diplomas and certificates justifying experience;
- A copy of the valid identity document.

(Any application that does not comply with this requirement will be rejected outright).

NOTE.:

- By submitting your application, you also give us your consent for the collection, storage, processing of your personal data.
- You can exercise your right to object at any stage of the process.

Deadline for submission: **November 22nd, 2026**

For more information: 00 229 01 95 10 91 51 / www.talentsplusafrique.com