



# SOLARIMPULSE FOUNDATION

## **SOCIAL MEDIA SPECIALIST POSITION:**

**Entity:** Solar Impulse Foundation  
**Department:** Communication team  
**Years of Experience:** min 5 years  
**Rate of Employment:** 100%

**Start Date:** September 2019  
**Duration:** open-ended  
**Location:** Lausanne, Switzerland  
**Remuneration:** to be discussed according to experience

### **Context:**

Following the first-ever round-the-world flight in a zero-fuel solar airplane, the Solar Impulse Foundation, chaired by Bertrand Piccard (pilot and initiator of the project), has created a World Alliance for Efficient Solutions that seeks to federate all the actors (companies, startups, investors, associations) from the cleantech and sustainability environment. The role of the World Alliance is to encourage the implementation of concrete efficient solutions worldwide, in order to help governments, reach their health and environmental targets. The first action of the World Alliance has been to label as “Efficient” 1000 solutions developed by its Members. The labelling process is based on the insights from independent experts that assess the feasibility, the environmental and socio-economic benefits and the profitability of the solutions that are submitted. The goal is to bring a portfolio of products, processes and services available today that can reconcile economy and ecology to key decision makers to encourage them to adopt more ambitious target when it comes to tackling climate change.

### **Duties overview:**

A member of the communication team and reporting to the Head of External Communication, the Social Media Specialist will develop and implement a comprehensive strategy to increase web traffic and brand awareness of our channels. She/he will administer all of the social media accounts of both the Solar Impulse Foundation and Bertrand Piccard cohesively, and produce a wide variety of creative and engaging content to ensure the Foundation’s digital presence is aligned with these strategies.

### **Overall tasks:**

- Design & implement Solar Impulse Foundation and Bertrand Piccard social media strategy
- Manage, create, edit, publish and share daily content (original text, images, video, etc.)
- Manage and implement an editorial calendar, regularly publishing content and planning specific, timely campaigns
- Liaise with editors and multimedia producers to ensure content is informative, appealing and in line with the Foundation’s mission, messages and positioning
- Manage and animate Solar Impulse Foundation’s community on Social Media
- Collaborate with the World Alliance team to create social ‘buzz’ regarding the campaign to select 1000 Efficient Solutions



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- Capturing and analyze appropriate social media data/metrics, develop insights and follow best practices, to continually improve our output
- Stay up-to-date with new digital technologies and social media best practices

### **Prerequisite:**

- At least 5 years' experience in communication with a proven experience in social media
- Strong interest in sustainability, renewable energies and international relations
- An ability to identify target audiences, their preferences, and develop relevant content
- Ability to deliver creative content (adobe photoshop, knowledge of movie editing & filming for short edits)
- Experience managing social media profiles of influential persons
- Digital geek and/or social media addict

### **Profile:**

- You are driven to build on an already strong social media brand
- Native English speaker and fluent in French
- Strong written and verbal communication skills
- Excellent multitasking skills
- Autonomous, flexible, adaptable, tech-curious
- A creative mind, team-player
- Ability to deliver high-quality output quickly and within tight deadlines

***To apply, please send CV and a short cover letter to  
[job@solarimpulse.com](mailto:job@solarimpulse.com)***

We also encourage you to share any relevant and creative content to support your application. Please note that only complete application received on [job@solarimpulse.com](mailto:job@solarimpulse.com) will be considered.