

Monstrous Recruitment

Head of Digital Engagement – Latin American Multinational

Aye caramba! My client is a market-leading pharmaceuticals distributor investing in their digital operations in order to stay ahead of their *putos* competitors.

These guys have been supplying the world with A-grade product for many years. They work hard, they slay hard – this isn't your usual nine-to-five! Based in Latin America, but with a fleet of private jets at their disposal, this role will allow you to affect – and end – lives all over the world. These guys are redefining the way corporations work!

Reporting directly to a ruthless high-ranking lieutenant (see what I mean?!), this is a wide-ranging role offering plenty of opportunities to get your hands bloody. If you can survive the gruelling interview and initiation process, you could enjoy benefits including:

- \$3.5m salary, tax-free
- Generous allowance for diamond-encrusted weaponry
- Plenty of foreign travel and aliases
- 20 days' annual holiday
- The chance to experience the kind of morality-warping power you have hitherto only dreamed of

The role

You'll be expected to:

- Proactively analyse the firm's activities and competitors before developing a robust digital strategy covering web, social and mobile channels based on your insights while also incorporating the kind of flexibility that may be required should the CEO suddenly decide you're a two-faced *mentiroso*.
- Implement an online listening tool which will allow you to identify traitorous *cabrons* who deserve to have *pistolas* integrated into their *culos*. Monitor the activities of the CEO's wife and mistresses, ensuring they remain brand faithful; but keep your hands to yourself unless you want your *cojones* fed to *los perros*.
- Create and manage the firm's online content strategy, using your creative flair to plan and implement assets which will inspire and terrify an entire populous. Real scope for vivid imagery and video content here in terms of event coverage, so the successful candidate will have an eye for what strikes fear into the human heart in terms of the social web.
- Act as the internal evangelist for digital communications, demonstrating your insights to *coños* who betray the firm with proof that they are filthy *mierda*-eating swine.
- Use the consequences of violent retribution to create vibrant content which is fed into a menacing blogger outreach strategy.
- Develop guidelines for the organisation's brand voice in terms of online social interactions, adapting (for example) ransom notes, crude spray-painted verse and blood-smeared threats to ensure they present the organisation in the best light online.

- Strategise innovative social-first blackmail campaigns, targeting everyone from spineless *policia* to naïve *politicos* as appropriate.
- Do anything else you are told to do without asking questions.

The ideal candidate will have:

- Minimum 2 years working in a digital role for a similarly immoral outfit (i.e. agency experience)
- The ability to keep your stinking *boca* shut if you know what's good for you
- Willingness to go the extra mile, or however far away the heads on spikes are located, to create compelling content
- Photoshop
- Boundless loyalty
- Several easily identifiable vulnerabilities (e.g. a family/lots of close friends)

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