


# We Are Hiring – Brand and Content Strategist !

Are you ready to design content that inspires, engages, and builds Mauritius' top digital brands? Join **ABZ Group**, the island's largest internet group with **750,000+ monthly website visitors**, **1M+ social followers**, and an **annual turnover of Rs 500M**. We're about creativity, innovation, and making our brands part of people's daily lives.


## Who We Are


We're behind some of Mauritius' most exciting brands – **Deals.mu, Otago, Mauritius Attractions, Ciné sous les Étoiles, Restaurants.mu** – and we're looking for a creative mind to drive our social and content vision forward.


## What You'll Be Doing


 **Content Strategy & Planning** – Build content calendars that align with brand goals, seasonal campaigns, and audience needs.

 **Creative Content & Video Direction** – Develop and produce engaging, trend-driven content across platforms.

 **Social Media Management** – Oversee day-to-day content publishing and engagement


 **Influencer Marketing** – Identify, onboard, and manage collaborations with influencers and brand ambassadors.

 **Brand Storytelling** – Ensure brand voice and visuals are consistent, creative, and impactful.

 **Performance Monitoring** – Track content and campaign performance, report insights, and optimize.

## Who You Are





 **Education:** Degree in Marketing, Digital Media, or related field.

 **Experience:** 2–3 years in social media, content creation, or brand strategy.

 **Skills & Expertise:**

- Strong creative thinking and ability to generate original ideas.
- Hands-on experience with social platforms (FB, IG, TikTok, YouTube).
- Understanding of influencer marketing and campaign execution.
- Knowledge of analytics tools for tracking content and social KPIs.
- Excellent writing, communication, and organizational skills.
- Trend-savvy, proactive, and passionate about digital culture

## What's In It for You?

-  Competitive salary & performance incentives.
-  Real opportunities for growth within Mauritius' leading internet group.
-  Dynamic, creative, and collaborative work environment.
-  Perks, including discounts across all ABZ platforms.

Ready to start your journey with us? Send your CV to [hr@abzgroup.info](mailto:hr@abzgroup.info) or apply online at [abzgroup.info/careers.html](http://abzgroup.info/careers.html)