

Social Media Manager

Objectives:

The Social Media Manager will administer the company's social media marketing and advertising.

How you will meet your objective:

The Social Media Manager will meet the above objectives, by completing the following:

- Creating and implementation of all Social Media and Marketing content across a variety of Marketing channels.
- Integrate all Social Media and content within PR and press campaigns.
- Manage SEO & PPC Campaigns
- Reviewing lead content activity, creating new content across a variety of set campaigns.
- Oversee the community management and scheduling of all Social Media content.
- Create, deliver and maintain all social media calendars.
- Communicating with brand ambassadors and manage all social media activity with these brand ambassadors.
- Report analysis and creation: You will be producing direct reports for the internal stakeholders on a periodic basis when requested.
- Collaborating with the visuals team and implement ideas on producing effective visual campaigns within the International markets.
- Keep products brochures and promotional material up to date
- Organizing exhibitions and promotional activates / events.
- Manage SEO & PPC Campaigns
- Manage website design and content management to keep site fresh.

What we are looking for:

The Social Media Manager will have the following skills/experience:

- Must have solid Social Media management and Engagement experience across all Social Media channels.
- Minimum of 2 – 3 years working in a Social Media role.
- Experience of delivering Social Media campaigns across Facebook, Instagram, LinkedIn, Twitter.
- A solid understanding of Branding and how to develop brand awareness through Social Media marketing.
- Must be a very analytical individual with great ability of measuring Campaign metrics for effective campaign delivery.
- Design, Photography Ability & Video editing will be a distinct advantage
- Team player with good people skills for networking
- Proactive, good common sense, attention to detail
- Keen eye for detail
- Good organisation skills with the ability to multi-task
- Using Google Analytics and social tool analytics to evaluate and improve activity
- Researching competitor channels and industry trends
- Experience and proficient in Photoshop.
- Experience in the use of Illustrator