



Social Media Executive

The successful applicant manages all social media channels, campaigns, and team members to sustain an engaging audience experience and to increase audience satisfaction. Researches and analyses social media trends, including social media ad revenue and web visitor data, to improve social media presence and campaign efficacy. Works with various company departments to promote overall brand through social media channels.

Key Responsibilities

- Oversees all company social media accounts management
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Coordinates social media messaging with internal & external stakeholders
- Manages social media team members, including copywriters and other content creators, by overseeing their work and offering guidance or direction
- Audits and analyses social media presences, including digital advertising costs and returns
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Works with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages
- Monitors and develops reports on competitor activity within social media spaces

Key Requirements

- Diploma/Degree in marketing
- Able to work in a fast-paced environment with commitment to deadlines
- Good interpersonal skills independent & good team player
- Excellent communication skills
- Good knowledge of IT (MS Office, Adobe applications, Social Media)