

## **Recruitment Plan for Hiring a Social Media Manager and a Content Writer**

### **Social Media Manager**

Job Title: Social Media Manager

Location: [ABC]

Type: Full-Time

Reports to: Marketing Director

#### **Job Description**

We are looking for a passionate and creative Social Media Manager to join our team. As the Social Media Manager, you will be responsible for developing and implementing our social media strategy to increase brand awareness, engagement, and drive traffic to our website.

#### **Key skills for hiring process:**

- 3+ years of experience ensures a solid foundation in social media management.
- Bachelor's degree in marketing, communications, or related field (or equivalent experience).
- Excellent knowledge of major social media platforms, their algorithms, and best practices.
- Strong content creation skills (copywriting, graphic design, video editing) and experience with social media management tools (e.g., Hootsuite, Buffer Experience)
- Strong communication and interpersonal skills, with the ability to manage multiple projects and deadlines.
- Creativity and a passion for staying on top of digital trends and innovation.
- Attention to detail and the ability to maintain brand voice and consistency across all platforms.

#### **Preferred Skills:**

- Familiarity with SEO and web traffic metrics.
- Experience in influencer marketing and brand partnerships.
- Graphic design and video editing skills (Adobe Creative Suite or Canva).

#### **Interview process:**

- Initial screening helps to quickly identify candidates with the basic qualifications and background(education,experience)

- Skills assessment allows candidates to assess, strategy development, and understanding of social media platforms.
- In-person interview provides an opportunity to delve deeper into the candidate's experience and assess cultural fit.
- Final interview allows senior management to evaluate the candidate's vision and long-term potential.
- Offer stage extends an offer based on the evaluation of the interview, discussing contract details, benefits and on-boarding.

## **Content Writer**

Job Title: Content writer

Location: [ABC]

Type: Full-Time

Reports to: Content manager/Marketing director

Job Description

We are seeking a talented and creative Content Writer to join our team. The ideal candidate will have a passion for writing and the ability to create engaging, informative, and compelling content across various platforms. As a Content Writer, you will be responsible for developing high-quality content that resonates with our target audience, enhances brand awareness, and drives traffic and engagement.

### **Key skills for hiring process:**

- Bachelor's degree in English, Communications, Journalism, Marketing, or a related field.
- 2 - 4 years of experience in content writing provides a solid foundation in creating engaging content.
- Excellent writing and editing skills in English, with a strong attention to detail and ability to write in different tones and styles.
- Experience with content management systems (CMS) such as WordPress.
- Creativity and adaptability to produce a wide range of content types (blog posts, guides, social media posts, etc.).

### **Preferred Skills:**

- Experience with graphic design tools (e.g., Canva, Adobe Creative Suite) to assist with visual content creation.
- Knowledge of social media management and content distribution strategies.
- Basic knowledge of HTML and CSS.
- Familiarity with content marketing strategies and how they contribute to business goals.

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