

JOB POSTING FOR: SOCIAL MEDIA EXPERT CO-OP

EMPLOYMENT INFORMATION	
Company Name:	Knovatek Inc.
Job Title:	Social Media Expert
Job Location/Address:	1275 Finch Ave W UNIT 811, North York, ON M3J 2G5, Canada. Office: 416-219-6011
Salary (Hourly Rate):	\$18-\$40
Hours / Week:	hours
Work Hours (per week):	48 hours
Working in office or remotely	remotely
Start Date:	
End Date:	
Supervisor Name:	Amit Garg
Contact Title:	416-219-6011
Company Website:	www.knovatek.ca
Business Number:	
Number of Positions Required:	5
Cover Letter Required?	yes
Copy of Transcript Required?	no
Car Required?	no
How to Apply (website or direct email)	www.knovatek.ca
SUPERVISOR CONTACT INFORMATION WILL NOT BE PUBLISHED ON THE JOB POSTING	
Supervisor's Name & Title:	
Supervisor's Phone #:	
Supervisor's Email:	
COMPANY PROFILE	

Knovatek Technologies is a leading **web development company in North York** that has provided cutting-edge web design and development solutions to a wide range of businesses. We can build software that is quicker, safer and less costly thanks to our streamlined application development process.

We have a talented team of web developers who are capable of designing complex, innovative and high-performance websites. Our web development company North York has skilled designers who ensure that the software we develop is consistent with your company identity and branding. We have the **best app developers in North York Toronto** who offer 360-degree marketing solutions based on your business objectives. Our website development Toronto is committed to providing quality solutions that deliver real value. App development North York ensures that our digital products meet your higher expectations. Reach your business objectives and maximize your marketing ROI with an integrated marketing strategy.

JOB DUTIES & RESPONSIBILITIES

Social Media Specialist job description should contain the following duties and responsibilities:

- Ø Develop, implement and manage our clients' social media platforms
- Ø Define most important social media KPIs
- Ø Manage and oversee social media content
- Ø Measure the success of every social media campaign
- Ø Stay up to date with the latest social media best practices and technologies
- Ø Use social media marketing tools such as Social Sprout
- Ø Work on SMM content and ensure it is informative and appealing
- Ø Communicate with industry professionals and influencers via social media to create a strong network

SKILLS & QUALIFICATIONS

At least 3 years of experience as a Social Media Specialist or similar role
Social Media Strategist using social media for brand awareness and impressions
Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
Experience with doing audience and buyer persona research
Good understanding of social media KPIs
Excellent multitasking skills
Critical thinker and problem-solving skills
Team player
Good time-management skills
Great interpersonal and communication skills
Should have knowledge of Canva and Online Editing Tools
Working knowledge of using Facebook Business Manager

Basic Photoshop skills, like working with layers and cropping
Should Know about Image Copyrights
Strong organizational and project management skills
Excellent writing, editing (photo/video/text), presentation and communication skills
Basic graphic design skills and familiarity with Photoshop and image editing
Translate social sentiment and engagement into strategic insights to help inform marketing and paid media decisions.
Deliver detailed reporting and measurement on a monthly basis.

OTHER INFORMATION

Which program is this position suitable for?

Artificial Intelligence and Data Science	Quality Engineering Management	Cloud Computing	Supply Chain Management – Enterprise Resource Planning
Global Project Management	Wireless Information Network	Cyber Security	Hospitality Management