

Pelumi Ainselure
akinselurepelumi@gmail.com

Offer of Employment at MiBanana

Dear Pelumi,

We are pleased to offer you the position of Senior Social Media Manager with MiBanana, an online digital marketing agency. After careful consideration, we believe your skills, experience, and passion will be a great addition to our team.

Below are the terms and conditions of your employment:

1. Position

You will be employed as Senior Social Media Manager, reporting directly to the Marketing Manager. Your role will involve:

Social Media Strategy Development

- Develop and implement comprehensive social media strategies to align with the company's goals.
- Stay up to date with the latest social media best practices and trends.

Content Creation and Curation

- Lead the content creation process, ensuring all posts are engaging, on-brand, and aligned with marketing campaigns.
- Curate relevant content for the brand, including text, image, and video posts across various platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.).

Team Leadership and Collaboration

- Manage and mentor a team of social media specialists and coordinators, providing guidance and support.
- Collaborate with cross-functional teams including marketing, PR, and design to develop social media content plans.

Campaign Management

- Oversee paid social media campaigns, working closely with the marketing team to allocate budgets and track performance.
- Conduct thorough post-campaign analysis to assess what worked well and areas for improvement.

Community Management

- Monitor, respond to, and engage with the audience on various social media platforms to build a loyal online community.
- Address comments, inquiries, and messages in a timely manner while maintaining the company's voice and tone.

Analytics and Reporting

- Monitor and measure the success of social media campaigns using tools such as Google Analytics, Hootsuite, or Sprout Social.
- Prepare monthly reports highlighting key metrics, insights, and areas for optimization.

Brand Reputation and Crisis Management

- Manage the company's online reputation, addressing negative comments or potential crises in a proactive and professional manner.
- Ensure alignment of all social media content with the company's brand image and values.

Innovation and Growth

- Explore and test new social media platforms and tools to ensure the company stays ahead in the digital landscape.
- Identify and leverage opportunities for partnership, influencer collaborations, and viral content to enhance brand visibility.

Compliance and Governance

- Ensure all social media activities comply with legal, ethical, and industry regulations, including proper use of copyrights and permissions.

2. Start Date

Your start date will be Tuesday 10, September 2024. This date is subject to any necessary clearances, including the submission of required documentation.

3. Employment Type

You will be hired on a full-time basis. This is a remote position, and you will be expected to work from your location with flexible working hours.

4. Compensation

Your starting salary will be [Amount] per month, paid on a monthly basis. Payments will be made via **direct bank deposit** to the bank account provided by you. Salary payments will be made on the **10th of each month**. The salary will be reviewed annually based on performance and company policy.

6. Working Hours

The standard working hours will be Monday to Friday 10:00 am - 6:00 pm (Central Eastern Time).

7. Confidentiality & Non-Disclosure

As part of your employment, you will be required to sign a Non-Disclosure Agreement (NDA) to protect the confidential information of MiBanana and its clients.

8. Probationary Period

Your employment will be subject to a probationary period of 1 month. During this time, either party may terminate employment with 1 week notice.

9. Termination

Your employment is at-will, meaning that either you or the Company may terminate the employment relationship at any time, with or without cause or advance notice, subject to applicable laws.

10. Acceptance of Offer

We are excited to have you join the MiBanana team. Please sign and return a copy of this letter by Friday 13, September 2024 to confirm your acceptance of this offer.

We look forward to working with you and seeing how you contribute to the success of MiBanana. If you have any questions, feel free to reach out to us at Oyin.M@mibanana.es or Tolu.k@mibanana.es .

Best regards,
Tolulope Kester
Admin
MiBanana

Acceptance of Offer

I, [Full Name], accept the offer of employment with MiBanana under the terms and conditions outlined in this offer letter.

Signature: _____

Date: _____

