



## Social Media Manager

- Manage Social Media marketing campaigns and day-to-day activities including:
  - Curate relevant content to reach the company's ideal customers.
  - Create, curate, and manage all published content (images, video and written).
  - Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
  - Conduct online advocacy and open stream for cross-promotions.
  - Develop and expand community and/or blogger outreach efforts.
  - Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, LinkedIn Profile and blog).
  - Design, create and manage promotions and Social ad campaigns.
  - Compile report for management showing results (ROI).
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics.
- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Identify threats and opportunities in user generated content surrounding the business. Report notable threats to appropriate management.



- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

**Prerequisites:**

- Collage/University Graduate
- Good English Level
- No experience is required
- Creative and Open Minded willing to grow within the industry

**Remuneration & Benefits**

We offer a competitive salary together with career progression