

SOCIAL MEDIA MANAGER JOB PROFILE

TITLE	Social Media Manager
POSITION	Member in a team responsible for managing our online presence and increase our brand awareness through effective social media strategies and campaigns
UNIT	Marketing & Communications
SUB-UNIT	Social Media Management
DESCRIPTION OF AREA OF RESPONSIBILITY	<p>We are looking for a talented Social Media Manager to administer our social media accounts. You will be responsible for creating, curating, scheduling, and publishing original copy among other things. You will manage our brand image in a cohesive way to achieve our marketing goals. As a Social Media Manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our views creatively and correctly in a fast paced and changing environment.</p> <p>The responsibilities of the social media manager include:</p> <ul style="list-style-type: none">• Perform research on current benchmark trends and audience preferences• Design and implement social media strategy to align with business goals and legal requirements• Set specific objectives and report on ROI• Generate, edit, schedule, publish and share engaging content daily (e.g. original text, photos, videos and news).• Work closely with / as a community manager and relevant people in the team• Capability to leverage analytics and data for improved and optimized publishing• Suggest and implement new features to develop brand and product awareness• Stay up-to-date with current technologies and trends in social media, design tools and applications
REPORTS TO	Marketing & Communications Team Lead
DIRECT REPORTS	-
MEMBERSHIPS	Communications Team
COMPENSATION	Competitive, to be set in connection with the recruitment process
QUALIFICATIONS	<ul style="list-style-type: none">• Proven work experience as a Social Media Manager• Hands on experience in content management• Strong collaboration and team player skills• Excellent communication and copywriting skills• Ability to deliver and identify creative content (text, image and video)• Knowledge of online marketing channels• Familiarity with web design• Analytical and multitasking skills• Experience with social media 3rd party tools a plus• Be a self-starter and take initiative• Excellent writing and verbal communication skills in English - additional language a plus