

## Senior Executive – Social Media Marketing

This role is responsible for the day to day activities and campaigns across social media networks including Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest.

### Why work here?

At Being Digitalz, we promise to share the value of our experience. To keep pace with advances in digital customer experience, you need a partner who knows the landscape inside out. Someone who knows where they can deliver value and is honest enough to tell you where they can't.

We specialise in understanding where your customers are, what they're doing and why they're doing it. This means we can optimise your online marketing properties and work with you to enhance your customers' experience while delivering improved brand visibility in the right time, right place and in the right way.

We'll help in attracting new, relevant customers and delivering measurable and increased performance.

### Responsibilities and Key Accountabilities

- Convey ideas in a clear and precise manner
- Develop creative, innovative and relevant campaigns to achieve business objectives
- Must be imaginative and curious about the world and brand
- Analyse and evaluate the social media programs and campaigns
- Report on effectiveness of the programs and campaigns
- Design and manage campaigns by providing all content and innovative ideas to make the campaign successful
- Design social media campaign for promoting the program
- Daily monitoring of social media activity
- Monitor, Listen and respond to users in Social way while cultivating leads and sales

### Education Required:

- Bachelor's (Preferred)

### Years of Relevant Work Experience: *Min. 2 Years*

### Knowledge, Skills, Abilities and Competencies:

- Manage social media day to day activities
- Create the social media strategy
- Create and maintain a social media editorial calendar and posting schedule o Write editorial content
- Seed content into social networks
- Manage presence in social networking sites
- Engage in conversations and answer questions
- Build a brand ambassador network
- Monitor the activities of main competitors in social media
- Monitor social space for brand and related topics

\*If you are interested, please email your resume at [hr@beingdigitalz.com](mailto:hr@beingdigitalz.com)