

Online Marketing / Social Media Specialist

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Company: Alphakeet

Location: Islamabad

Category: other-general

Online Marketing / Social Media Specialist

Alphakeet, PakistanBS in Communications, Marketing, Business, New Media or Public Relations

Social Media Specialist Responsibilities

Building and executing social media strategy through competitive and audience research

Setting up and optimizing company pages within each social media platform

Job brief

We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users. Responsibilities

Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification

Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action

Set up and optimize company pages within each platform to increase the visibility of company's social content

Moderate all user-generated content in line with the moderation policy for each community

Create editorial calendars and syndication schedules

Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

Job Specification Proven working experience in social media marketing or as a digital media specialist

Excellent consulting, writing, editing (photo/video/text), presentation and communication skills

Demonstrable social networking experience and social analytics tools knowledge

Adequate knowledge of web design, web development, CRO and SEO

Knowledge of online marketing and good understanding of major marketing channels

Positive attitude, detail and customer oriented with good multitasking and organizational ability

Fluency in English

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