

## Social Media Executive

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Company: Digital Destiny

Location: Lahore

Category: sales-and-related

**Job Description** We are looking for a driven Social Media Executive to attract and interact with targeted virtual communities and network 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** **Requirements and skills**· 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 **Job Rewards and Benefits** Incentive Bonus, Leaves, Medical, Sports and Entertainment, Transport

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