

## Social Media Manager

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Company: Wrollit Advertising Pvt. Ltd.

Location: Islamabad

Category: other-general

The responsibilities of Social Media Manager will include:

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** We are looking for the following skill-set in candidates:

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 organisational ability

Marketing and Advertising - Islamabad, Pakistan  
About Us Wrollit is an abbreviation for what

we perceive is the concept of a rolling billboard. A mobile advertising platform where the driver uses his vehicle as an advertising space in his day to day routine. In a fast paced world conventional advertising

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