

Social Media Manager

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Company: 2 Zee Business Solutions

Location: Lahore

Category: other-general

Social Media Manager

2 Zee Business Solutions, Pakistan Looking for a talented social media manager who administer our social accounts & provides the voice for a company across social channels by create opportunities

to increase brand exposure. The social media manager will be required to run advertising campaigns and drive engagement by creating high-quality original content.

You should also engage influencers, manage our community by responding to comments and oversee our customer service across all platforms.

Social Media Manager responsibilities:

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Managing posts and responding to followers
- Set specific objectives and report on ROI to achieve our marketing goals
- Ensure progress on all platforms by using analytical tools and reportin

Job Specification BSc degree in Marketing or relevant field & having a firm understanding of marketing principles

- Minimum 3 years of proven social media management experience
- Experienced ability to deploy right marketig plan for each social media platform
- Relevant experience in determining a target audience and how to cater unique marketing

campaigns to capture audience attention#J-18808-Ljbffr

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