

## Social Media Manager

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Company: Victoro

Location: Lahore

Category: other-general

**Job Description**A Social Media Manager plays a crucial role in the marketing department of an organization. They are primarily responsible for developing and implementing marketing strategies on various social media platforms to increase brand visibility, improve marketing efforts, and increase sales.A Social Media Manager plays a crucial role in the marketing department of an organization. They are primarily responsible for developing and implementing marketing strategies on various social media platforms to increase brand visibility, improve marketing efforts, and increase sales.

**Responsibilities:**

**Social Media Strategies:**Develop and implement comprehensive social media strategies to enhance brand visibility, engagement, and reach. Pinpoint target audiences and utilize optimal social media platforms.

**Content Creation & Management:**Create captivating and relevant content for various social media platforms, including but not limited to text, images, videos, and infographics. Schedule and publish posts employing social media management tools. Monitor and respond appropriately to comments and messages.

**Social Media Advertising:**Plan, execute, and manage paid advertising campaigns on various social media platforms, ensuring optimization and efficient budget management. Make data-driven decisions based on campaign performance analysis.

**Community Management:**Build and manage online communities, engaging with followers regularly. Foster positive relationships with customers, influencers, and brand advocates while monitoring social media conversations and brand mentions.

**Analytics and Reporting:**Use social media analytics tools to monitor and analyze social media metrics and KPIs. Generate insightful reports to

improve social media performance. Industry Trends: Stay updated on the latest social media trends, tools, and best practices, and implement innovative strategies to enhance our social media presence. Collaboration and Coordination: Work closely with cross-functional teams, including marketing, design, and content, to align social media activities with overall marketing objectives. Coordinate social media campaigns with product launches or promotional activities. Responsibilities:

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**Industry Trends:** Stay updated on the latest social media trends, tools, and best practices, and implement innovative strategies to enhance our social media presence.

**Collaboration and Coordination:** Work closely with cross-functional teams, including marketing, design, and content, to align social media activities with overall marketing objectives. Coordinate social media campaigns with product launches or promotional activities.

**Requirements:**

2+ years of experience as a Social Media Manager.

Bachelor's degree in Marketing, Communications, or a related field (preferred).

Proven experience in social media marketing, preferably in the jewelry or luxury goods industry.

Demonstrated ability to multitask, prioritize, and meet deadlines in a high-pressure environment.

Understanding of SEO and content marketing principles.

Expertise in digital advertising and campaign management.

Excellent communication and writing skills.

Proven experience in running company social media advertising campaigns.

Ability to create high-quality, original written and visual content for social media campaigns.

Experience in building and managing online communities, ensuring respectful and appropriate engagement.

Proficiency in responding to comments on all social media platforms.

Experience overseeing customer service provided via social media.

Ability to analyze data and determine the success of social media campaigns.

Demonstrated experience coaching employees on content creation best practices.

Proficiency in developing the right voice for each social media platform.

Experience as a Brand Manager on social media, with proven ability to build social media communities.

Strong understanding of graphic design principles.

Victoro Jewellers is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We invite all qualified individuals to apply.

Job Rewards and Benefits Communication

#J-18808-Ljbfrr

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