

Social Media Marketing Manager

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Company: Graphic Junction

Location: Abbottabad

Category: sales-and-related

Social Media Marketing Manager Graphic Junction, Pakistan We are looking for an experienced, proactive and self-motivated individual to join our team. You will be responsible for planning and implementing organic and paid Social Media strategies across a portfolio of clients. Applications are welcome from all over the country as you will be working remotely. Responsibility for Maintaining Social media platforms, running Ad Campaigns across all Social Media Channels as well as Building and managing Community. You will be reporting to your manager and will be completely In charge of the Social Media Conversions. Generating, editing, scheduling, publishing and sharing relevant quality content across various platforms (Facebook, LinkedIn, Instagram, Twitter, etc) with a view to increasing reach, engagement, number of followers, and driving business goals such as leads and sales. You should have Basic knowledge of some graphic editing softwares e.g Photoshop, canva or a phone app to edit graphic contents. Analysing relevant social metrics, adding insight and reporting on the effectiveness of campaigns across social platforms. Ensuring compliance with Social Media best practice and continued quality of the content. Conducting regular competitor research to ensure our clients' social media strategy remains ahead of the competition and in line with best practice and latest trends. Job Specification At least 2-3 years proven experience in managing organic and paid Social Media campaigns either in-house or within an agency setting. Experience in running lead generation campaigns through paid social advertising Strong knowledge and confident use of social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc) and willingness to stay up to date with the latest developments and changes within the Social Media landscape Experience

using Social Media management/scheduling and reporting tools such as AgoraPulse, Sprout Social, Hootsuite, and moreExcellent writing, editing and communication skills.Excellent organisation skills, time management and attention to detailStrong client management skills to manage client expectations.

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