

Social Media Marketing Manager

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Company: Star Marketing (Pvt.) Ltd.

Location: Islamabad

Category: other-general

Social Media Marketing Manager

Star Marketing (Pvt.) Ltd., PakistanStar Marketing (Pvt.) Ltd., is Pakistan's most celebrated real estate marketing organization, offering creative market concepts and promotional strategies to a wide range of Real-estate developers and builders. The organization is looking for a Social Media Marketing Manager for its Islamabad office to administer our social media accounts.

Responsibilities

Responsible for creating captivating content (text and video) via social media platforms on daily basis that meets the customer standards

Develop and deliver social media optimization (SMO)

Research opportunities for new social media marketing platforms and adapt current process to fit clients' needs

Responsible for generating leads from social media through CRM

Staying well-informed and keeping abreast with current market and social media trends

Design and implement social media strategy to align with business goals

Monitor SEO and web traffic metrics

Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency

Communicate with clients, respond to queries in a timely manner and monitor customer reviews

Job Specification Strong technical and data analysis skills

Total understanding of social media marketing tools and how to create, manage content across all relevant channels

In-depth knowledge and understanding of social media platforms (Facebook, Youtube, Twitter, Instagram, etc.)

Ability to lead a team, keep track of individual performance and delegate tasks

Ability to deliver creative content (text, image and video)

Solid knowledge of SEO, keyword research and Google Analytics

Familiarity with web design

Analytical and multitasking skills

Experience in content management is must

Graduation in Marketing or relevant field#J-18808-Ljbffr

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