

Social Media Officer

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Company: Raza Fabric Multan

Location: Multan

Category: other-general

Social Media Officer

Raza Fabric Multan, PakistanWe are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users. The goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap. Social media specialists should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and “soft selling” the product by providing support to current and prospective customers.

Responsibilities

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

BS in Communications, Marketing, Business, New Media or Public Relations

Job Specification Skills

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

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