

Social Media Officer

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Company: Total Media Pvt Ltd

Location: Rawalpindi Cantonment

Category: other-general

Social Media Officer

Total Media Pvt Ltd, Pakistan We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users.

Responsibilities :

Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.

Set up and optimize company pages within each platform to increase the visibility of company's social content

Job Specification 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 ability

Marketing and Advertising - Rawalpindi, Pakistan #J-18808-Ljbfrr

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