

Social Media Specialist

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Company: Pashtunculturalinstitute

Location: , , Pakistan

Category: sales-and-related

Pashtun Cultural institute is looking for a Social Media Specialist. Person need to be well versed with the History, Current Politics , Social and economic subjects and core relationships between Afghanistan / Pakistan / US / Persia / India / Europe / Eastern Europe. Job brief We are looking for a self-driven Social Media Specialist to attract and interact with targeted virtual communities and networks users. The goal is to gradually achieve superior community engagement and intimacy, website traffic, 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 interacting with the masses by providing information and activity updates. 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 Requirements 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 organizational ability
Fluency in English / Pushto / Dari / Farsi / French
BS in Communications, Marketing, Business, New Media or Public Relations

About Pashtun Cultural Institute :
Pashtun Cultural Institute is a nonprofit organization that has pioneered a new type of entrepreneurship that delivers a social and a platform to address the concerns of the community in the US and around the Globe. People involved with us through the Community board initiative. We then are in interact conversation with organizations around the world that empower people living in low-income communities. We are offering social and civic services in areas of affordable housing, micro-businesses, and essential community services.
Pashtun Cultural Institute, has an impact as a leader based in New York, has been named one of the top organizations changing the world. Our team consists of bright, energetic and talented people who have a passion for making a difference in the world by helping underserved communities. We offer an excellent benefits package that includes a transportation subsidy and more.
Comments: Excellent benefit package that includes medical, dental, life, transportation subsidy, and more.
How to Apply: No phone calls please. Interested Candidates should forward a resume to info@pashtunculturalinstitute.com with Executive Assistant in the subject line. Your email address will not be published. Required fields are marked *

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