

Social Media Specialist

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Company: Alternate Fuels Solutions

Location: Islamabad

Category: other-general

Social Media Specialist Alternate Fuels Solutions, Pakistan We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities (Facebook, Twitter, Instagram, YouTube) and networks users. 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. 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 accounts/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 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 Information Technology and Services - Rawalpindi, Pakistan

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