

Social Media Specialist

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Company: Vantage Digital

Location: Islamabad

Category: other-general

Social Media Specialist

Vantage Digital, PakistanBS in Communications, Marketing, Business, New Media or Public Relations

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.

Job Specification 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 organisational ability
Fluency in English
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