

Social Media Specialist

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Company: Arsasa Trading

Location: Karachi

Category: other-general

Required Social Media Specialist in Karachi Office

WHAT WE ARE LOOKING FOR:

The successful candidate must have a solid background on digital marketing not limited to search engine optimization (SEO), social media marketing, social media optimization, email direct marketing, etc.

He or she should never run out of creative ideas and strategies to effectively engage people in all sorts of social media platforms.

He or she should be knowledgeable about the trends in social media per se, tools and able to monitor analytics on social engagement platforms.

Highly creative graphic designer able to create materials and content from scratch.

RESPONSIBILITIES:

- Research, identify the audience and determine suitable and appropriate platforms to be utilized for the building and execution of the social media strategy.
- Recommend and create unique, appealing, compelling and effective content that will create a buzz among followers and thereby increase followers on all social media platforms-- Facebook, Instagram, Twitter, etc.
- Manage community discussions not limited to answering comments and questions and noting down suggestions
- Monitor the latest applicable social media tools, trends and analytics-Create effective campaigns, materials and contents from scratch
- Design creative printable materials

Job Specification MINIMUM REQUIREMENTS:

- Strong knowledge of Photoshop, Illustrator, InDesign
- Minimum of 3 years' experience in Digital Marketing.
- Proven track record of satisfactory social media projects with commendable number of followers.
- Excellent communication skills and fluency of the English language. Must be organized, detailed and customer-oriented and a team player with a positive attitude.
- Should be able to join immediately in our Karachi office. #J-18808-Ljbfrr

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