

Social Media Specialist

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Company: Maqaami.com

Location: Karachi

Category: other-general

We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users. Combines marketing and social media management skills to architect and enhance company social media presences, including interacting with customers, promoting brand-focused interactive and engaging content, and expanding opportunities for revenue. Works with social media team members to create innovative social media campaigns.

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

Job Specification 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

BS in Communications, Marketing, Business, New Media or Public Relations (Optional)

Information Technology and Services - Karachi, Pakistan

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