

Social Media Specialist

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Company: Nanosoft Technologies (Pvt) Ltd

Location: Karachi

Category: sales-and-related

Social Media Specialist Nanosoft Technologies (Pvt) Ltd, Pakistan Working with the Digital Manager and other departments to develop and implement the social media strategy. Take ownership of the execution and management of social media activities. Managing the day to day community management of all existing social media platforms (Facebook, Twitter, YouTube, Google+, Pinterest, Instagram). Taking responsibility for the animation and success of the communities. Creating and adapting original content to fit targeting and social platforms. Carrying out and optimising statistical reports (engagement rate, reach, fans/tweets, and more). Strong focus on ROI. Keeping a close watch on key trends, evolutions and opportunities (web and social media). Making sure that all digital campaigns are implemented successfully on social media. Responsible for all paid for advertising campaigns on social media (ex. Facebook/Twitter ads). Job Specification Strong written and spoken English. Keen writer with excellent writing skills. Experience in a similar role. Passionate about using and developing content for Facebook, Twitter, Instagram, Google+, Pinterest. Strong knowledge of best practice across platforms. Ability to judge different uses of tone for different clients. Experience in creating visuals for use on web and social 2 year (minimum) in social media for Brands (Facebook, Twitter, Instagram, Google+, YouTube, Pinterest).

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