

# Social Media Strategist

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## Job Summary

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Vacancy :

Deadline : Nov 15, 2023

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Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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### Responsibilities

- Manage all aspects of Google Ad campaigns
- Create and optimize ad campaigns and paid search landing pages
- Manage and optimize display campaigns across multiple devices
- Collaborate with a team of marketers, Google Ads specialists, and engineers
- 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 the 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

## Education & Experience

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## **Must Have**

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- Proven working experience in the 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 is a plus
- Knowledge of online marketing and a good understanding of major marketing channels
- Positive attitude, detail, and customer-oriented with good multitasking and organizational ability
- Fluency in English

## **Educational Requirements**

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## **Compensation & Other Benefits**

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