

## Executive - Social Media

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Company: Apparel Group - UAE

Location: United Arab Emirates

Category: healthcare-practitioners-and-technical

## JOB DESCRIPTION

### POSITION OBJECTIVE

- Manages all social media channels, campaigns to sustain an engaging audience experience and to increase engagement and online audience satisfaction.
- Research and analyze social media trends, including social media ad revenue and web visitor data, to improve social media presence and campaign efficacy.
- Works in alignment with various departments to promote overall brand through social media channels.
- Create timely and engaging content optimized for platform used and intended audience.
- Monitor sites for customer service opportunities and initiate conversations on behalf of the brand.
- Analyze and report social media actions on a monthly basis for successes and new opportunities.

### Key Responsibilities

- Oversees Group's brands social media accounts management and online reputation management.
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages.
- Coordinates social media messaging with advertising departments, brand managers, and quarterly or seasonal company goals.

- Audits and analyzes social media presences, including digital advertising costs and returns.
- Analyze social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement.
- Works with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages.
- Competition Analysis
- Monitors and develops reports on competitor activity within social media spaces.

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