

Social Media Manager

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Company: Visiontact

Location: , , United Arab Emirates

Category: other-general

Position Overview:

We are seeking a highly motivated and creative Social Media Manager to lead our brand's online presence and engagement across various social media platforms. The ideal candidate is a strategic thinker with a deep understanding of social media trends, content creation, and audience engagement. As the Social Media Manager, you will play a pivotal role in developing and executing comprehensive social media strategies for Vision Tact that drive brand awareness, foster community engagement, and achieve business objectives.

Essential Details:

Position Type: Full-time

Location: Remote

Working Hours: ((Specify working hours), Monday to Friday)

Salary: Competitive.

Benefits: (Include details about benefits)

Responsibilities:

Strategy Development: Create and implement a comprehensive social media strategy aligned with the brand's goals, targeting different platforms and audiences.

Content Creation: Develop and curate engaging and shareable content, including text, images, videos, and infographics, to captivate the audience and reinforce the brand's message.

Platform Management: Manage and maintain active profiles on various social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) to ensure consistent and relevant content sharing.

Community Engagement: Foster meaningful interactions by responding to comments, messages, and mentions, building a strong online community and enhancing brand loyalty.

Audience Analysis: Research and analyse audience demographics, behaviours, and preferences to tailor content and engagement strategies for maximum impact.

Campaign Execution: Plan and execute social media campaigns, contests, and promotions to drive engagement, increase followers, and support marketing initiatives.

Data Analysis: Monitor key social media metrics, track performance, and provide regular reports with actionable insights to optimize strategies and improve outcomes.

Advertising Management: Plan and execute paid social media advertising campaigns, including budget allocation, ad creation, targeting, and performance analysis.

Trend Monitoring: Stay current with social media trends, emerging platforms, and industry best practices to continuously evolve the brand's social media presence.

Cross-Functional Collaboration: Work closely with marketing, content, design, and other teams to ensure alignment of social media efforts with overall brand strategies.

Qualifications:

Bachelor's degree in Marketing, Communications, Public Relations, or a related field (or equivalent work experience).

Proven experience (at least 1 year) as a Social Media Manager or similar role, showcasing a successful track record of managing social media platforms and driving engagement.

In-depth knowledge of various social media platforms, their features, and best practices for content creation and engagement.

Proficiency in social media management tools, analytics platforms, and advertising platforms.

Strong written and verbal communication skills, with a knack for crafting compelling and relevant content.

Creative thinking and a keen eye for design aesthetics to ensure visually appealing and shareable content.

Strong project management skills with the ability to multitask and meet deadlines.
Analytical mindset with the ability to interpret data and generate actionable insights.
A passion for staying up-to-date with the latest social media trends and innovations.

Application Process:

To apply for this position, please submit your resume and examples of successful social media campaigns you have managed.

Join Vison Tact as our Social Media Manager and take the lead in creating impactful online interactions that shape our brand's identity and drive engagement. We look forward to reviewing your application and considering you for this exciting opportunity to elevate our social media presence through your strategic expertise!

#J-18808-Ljbffr

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