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We are seeking a motivated Social Media Marketing Specialist to effectively engage with targeted virtual communities and network users.

The ideal candidate should possess a comprehensive understanding of various social media platforms and how to optimize content for maximum engagement.

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Responsibilities

Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.

Generate, edit, publish and share daily content 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.

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Requirement

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.

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