

Social Media Specialist

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Company: Prokoders

Location: , , United Arab Emirates

Category: other-general

We are seeking a talented and creative Social Media Specialist to join our team. The Social Media Specialist will be responsible for developing and implementing social media strategies to increase brand awareness, engage our audience, and drive traffic to our website. The ideal candidate will have a passion for social media, a strong understanding of various social platforms, and the ability to create compelling content that resonates with our target audience.

Duties

- Develop and execute social media strategies to grow our online presence and reach our target audience
- Create engaging content for social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and others
- Monitor and respond to comments and messages on social media channels
- Analyze social media data and metrics to track performance and optimize campaigns
- Collaborate with the marketing team to align social media efforts with overall marketing goals
- Stay up-to-date on social media trends and best practices

Requirements

- Proven experience in managing social media accounts for businesses or brands
- Strong understanding of social media platforms and best practices
- Excellent written and verbal communication skills
- Ability to create engaging and compelling content for social media
- Experience with social media management tools and analytics platforms
- Knowledge of digital marketing trends and strategies
- Experience with social media advertising and paid campaigns

Certification in Social Media Marketing is a plus

We'd Love to Hear from You! Let's Chat About Your Business Needs and How We Can Help.

#J-18808-Ljbffr

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