SOCIAL MEDIA MARKETER

Job Description:

A **Social** **Media** **Marketer** works with other members of a sales or marketing team to plan, execute and monitor a successful marketing campaign. Social media marketers create interest in offerings by making them more palatable to targeted groups, and by generating evidence-based advertising initiatives. Social media marketers often exploit their companies' social media platforms to actualize these goals.

Job Responsibilities:

* Generating content for the website and social media.
* Optimizing content on the web.
* Updating social media platforms daily.
* Advising on and revising trends.
* Managing the creation and delivery of marketing strategies.
* Creating and delivering email campaigns.
* Analyzing the success of campaigns and ROI.
* Conduct market research to find answers about consumer requirements, habits and trends
* Brainstorm and develop ideas for creative marketing campaigns
* Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
* Liaise with external vendors to execute promotional events and campaigns
* Collaborate with marketing and other professionals to coordinate brand awareness and marketing efforts
* Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
* Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
* Undertake individual tasks of a marketing plan as assigned

Job Qualifications:

* Bachelors in marketing or related field
* Masters in marketing or related field preferred
* Experience as a social media marketer

Opportunities as a marketer or are available for applicants without experience in which more than one a marketer is needed in an area such that an experienced a marketer will be present to mentor.

Job Skills Required:

* Excellent time management skills and ability to multi-task and prioritize work
* Attention to detail and problem solving skills
* Excellent written and verbal communication skills
* Strong organizational and planning skills
* Outstanding organizational and time management skills
* Resourcefulness and ability to problem solve
* Ability to multitask and prioritize daily workload and development procedures
* Outstanding communication and interpersonal skills
* Skilled in working with Microsoft Office
* Awareness of the sales and the marketing industry
* Understanding of advertising psychology
* Awareness of the different types of social media platforms and their value
* Understanding of the role of social media platforms in social influence