



### Job Description

Position Title	Head of Digital & Social Media Marketing
Department	Marketing and Communications Department
Type of Position	Full Time

#### **POSITION DESCRIPTION**

The Head of Digital & Social Media Marketing will be responsible for heading the University's presence on social media as well as strategizing methods for increasing University's reach. The position will also be responsible for managing social media reviews and web traffic metrics regularly.

#### **DUTIES AND RESPONSIBILITIES**

- ✓ Develop monthly reports on emerging social media trends that will be submitted to the management and executive teams
- ✓ Monitor the University's social media accounts and offer constructive interaction with users
- ✓ Create methods for finding and saving online customer reviews
- ✓ Analyze the long-term needs of the University's social media strategy and offer quarterly reports to the management and executive teams that outline any necessary changes to the digital marketing plan.
- ✓ Perform research on current benchmark trends and audience preferences
- ✓ Design and implement social media strategy to align with business goals
- ✓ Set specific objectives and report on ROI
- ✓ Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- ✓ Monitor SEO and web traffic metrics
- ✓ Communicate with followers, respond to queries in a timely manner and monitor reviews
- ✓ Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- ✓ Suggest and implement new features to develop brand awareness, like promotions and competitions
- ✓ Stay up-to-date with current technologies and trends in social media, design tools and applications
- ✓ Create marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- ✓ Ensure brand consistency in marketing and social media messages by working with various company department members, including advertising, product development, and brand management
- ✓ Provide training and guidance to social media and marketing team members on social media implementation best practices and strategies
- ✓ Collect data and analyze interactions and visits, plus uses this information to create comprehensive reports and improve future marketing strategies and campaigns
- ✓ Grow and expand University social media presence into new social media platforms, plus increase presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram
- ✓ Research and monitor activity of University competitors
- ✓ Create and distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages

#### **REQUIRED JOB SPECIFICATIONS**

Required Qualification	<ul style="list-style-type: none"><li>✓ Masters in Marketing</li><li>✓ Or relevant certification</li></ul>
Required Experience	<ul style="list-style-type: none"><li>✓ At least 10 years of marketing experience with last 5 years focusing on digital and social media marketing</li></ul>

Revision Date	May, 2018	Version	1.0
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**REQUIRED JOB COMPETENCIES (Technical and Soft Skills)**

<i>S#</i>	<i>Competency</i>	<i>Criticality (High / Low / Medium)</i>
1.	Strategy planning	High
2.	Creative Mindset	High
3.	Communication Skills	High
4.	Command over digital marketing trends	High
5.	Analytical Skills	High
6.	Community Management	High
7.	Organization	High
8.	Search Engine Optimization	High