

Job Description

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| Position Title | Social Media Executive |
| Department | MARCOM |
| Reporting To | Digital Strategist |
| Type of Position | Regular, full-time |

POSITION DESCRIPTION

We are seeking a dynamic and enthusiastic individual to join our team as a Social Media Executive. This entry-level position is ideal for someone passionate about social media and community engagement.

The Social Media Executive will play a crucial role in managing our social media platforms, helping the team to create engaging content, and fostering positive interactions with our online community.

DUTIES AND RESPONSIBILITIES

1. Social Media Management:

- Schedule, manage and publish content across various social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and TikTok.
- Monitor social media channels regularly to respond to comments, messages, and mentions in a timely and engaging manner.

2. Content Management:

- Work with the creative team to develop creative and compelling content that aligns with the brand's voice, resonates with the target audience, and is in line with ongoing trends.
- Collaborate with the team to plan and execute social media campaigns.
- Work with team lead to manage content calendar.

3. Community Engagement:

- Foster positive interactions within the online community by responding to comments, addressing inquiries, and encouraging user-generated content.
- Implement strategies to grow and engage our social media audience.

4. Analytics and Reporting:

- Track and analyze social media performance metrics using analytics tools.
- Prepare regular reports on key performance indicators, providing insights and recommendations for improvement.

5. Stay Updated on Trends:

- Stay informed about social media trends, platform updates, and industry best practices.
- Proactively suggest and implement innovative ideas to enhance social media presence.

6. Cross-Functional Collaboration:

- Collaborate with other teams, including marketing, design, and customer support, to ensure cohesive and aligned messaging across all channels.

REQUIRED JOB SPECIFICATIONS

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| Required Qualification & Skills | <ul style="list-style-type: none"> - Bachelor's degree in Marketing, Communications, or a related field. - Passion for social media and a strong understanding of various platforms. - Excellent written and verbal communication skills. - Basic understanding of social media analytics tools. - Creative mindset with the ability to generate engaging content. - Strong organizational and multitasking abilities. |
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| Required Experience | - Minimum 1 year of work experience is required |
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