

# Job Description

## Social Media Manager

A Social Media Manager is responsible for overseeing a company's interactions with the public by implementing social media platforms' content strategies. Their duties include analyzing engagement data, identifying trends in customer interactions, and planning digital campaigns to build community online.

As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively. Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

### Responsibilities

- 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
- Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistency
- Communicate with followers, respond to queries on time and monitor customer 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

### Qualification & Skills

- **MBA – Marketing**
- Proven ability in Social Media Management
- MS Excel/ MS PPT
- Good Communication Skills & Presentation Skills