

Social Media Officer

As a Social Media Officer you will be joining a dynamic and collaborative team.

We are actively seeking a motivated, positive, and upbeat individual who feels passionate about creating a customer-centric experience. You will have the highest level of creative awareness and data analytics, while being able to stay current with the latest news and cultural trends to ensure content relevance.

You will:

- Have 1 to 2 years of experience managing a range of social media platforms, particularly in relation to advertising/branding and customers.
- Have innovative thinking across all aspects of the role
- Have strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Manage the day-to-day handling of all social media channels - e.g., LinkedIn and Twitter, adapting content to suit different channels
- Be self-motivated, who excels in an entrepreneurial-type environment
- Create impactful campaigns and multimedia content, promoting assets such as Daily brief, infographics, and videos
- Develop compelling social media strategies that leads to informed and relatable discussion with customers
- Manage the day-to-day activities including selecting the right posts to drive active engagement
- Collaborate and contribute new ideas for customer acquisition
- Monitor, track, analyse, and report on performance on social media platforms
- Research and evaluate the latest trends and techniques to find new and better ways of measuring social media activity