

Social Media Manager - Salary Ghc – (1,200-1,500) ONSITE

As Social Media Manager you will implement the company's Social Media marketing and its clients.

Responsibilities

- Manage Social Media marketing campaigns and day-to-day activities including:
 - Curate relevant content to reach the company's ideal customers.
 - To convert fans/followers into customers
 - Create, curate, and manage all published content (images, video, and written).
 - Monitor, listen, and respond to users in a "Social" way while cultivating leads and sales.
 - Conduct online advocacy and open stream for cross-promotions.
 - Measure results on a weekly basis
 - Develop and expand community and/or blogger outreach efforts.
 - Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
 - Compile report for management showing results (ROI).

- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics.
- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design, and strategy.
- Identify threats and opportunities in user-generated content surrounding the business. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.
- Monitor effective benchmarks (best practices) for measuring the impact of Social Media campaigns. Analyze, review, and report on the effectiveness of campaigns in an effort to maximize results.

- Developing and maintaining a social media strategy that actively addresses listening, networking, influencing, and selling on the social web.
- Identifying authoritative and influential individuals and brands on the social web and implementing a social networking strategy to facilitate and nurture strategic partnerships.
- Monitoring and responding to customer service and reputation management issues on the social web using social listening tools.
- Establishing authority on the social web through the distribution and sharing of valuable content produced internally and externally.
- Generating leads and sales from existing customers and prospects on the social web through the distribution of appropriate offers.

- Monitoring discussions and trends as they pertain to the company, products, and brand. Identifying and reporting on trends in sentiment and advising on potential opportunities for content and product creation.
- Monitoring and measuring the success of social media strategy (e.g., increased engagement, customer acquisition, website traffic, etc.). Identifying, analyzing, and reporting on social media trends to the internal team.
- Collecting and analyzing the appropriate social data/metrics, insights, and best practices for ad hoc analysis and regular reporting.
- Assisting with the identification of appropriate social media channels for achieving specific business goals and tailoring the message to those channels.
- Planning, creating and implementing paid social media campaigns on social media networks with appropriate audience targeting.
- Maintaining an active, well-rounded personal presence in social media, demonstrating a command of each network and their best practices, and easily adopted the brand voice in each.
- Generating, editing, publishing, and sharing daily content (blog posts, original text, images, and/or video) that builds meaningful connections and encourages community members to take action.
- Sharing content to build community, drive engagement, and build brand authority.
- Performing social listening, customer care, and reputation management in line with the brand's moderation policy, reporting on findings, and providing feedback to appropriate internal stakeholders as needed.
- Working collaboratively with marketing, content, and creative teams to create social assets that are appropriate for specific social channels and brand initiatives.
- Collaborating closely with other members of the team to brainstorm and plan upcoming social content by determining the scope and realistic deadlines for various design content.
- Creating a video marketing project plan that aligns with organizational social media marketing goals.
- To continually grow your fan base and that of our clients.

Skills and Requirements

- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media best practices
- Understanding of SEO and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Great leadership skills
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal, presentation and communication skills
- BSc degree in Marketing or relevant field
- A minimum of 3 years' experience is required.

Cvs should be forwarded to stargrowthmanagement@gmail.com