

Content Creation:

Develop engaging and shareable content for various digital channels, including blogs, social media, and email campaigns.

Ensure content aligns with brand voice and marketing objectives.

Social Media Management:

Create, curate, and schedule content across social media platforms.

Monitor social media trends, engage with followers, and respond to comments and messages.

Community Engagement:

Foster a sense of community on social media by encouraging user-generated content and interaction. Respond to inquiries, comments, and messages in a timely and personable manner.

Content Planning:

Collaborate with the marketing team to develop and execute content plans aligned with overall marketing strategies.

Ensure consistent messaging and branding across all platforms.

Analytics and Reporting:

Monitor and analyze social media and content performance using analytics tools.

Provide regular reports with insights and recommendations for optimization.

Campaign Support:

Assist in the planning and execution of digital marketing campaigns, providing content and social media support as needed.

Qualifications:

Proven experience as a Content & Social Media Executive or similar role.

Strong portfolio showcasing successful content and social media projects.

Proficient in using social media management tools and analytics platforms.

Creative mindset with a passion for staying updated on industry trends.

Excellent communication and collaboration skills.