

## **Social Media Specialist: - FULL TIME**

### Responsibilities

Successful candidate is responsible for generating and maintaining a presence on social media sites, such as Facebook or Twitter, as well building an audience through campaigns, ads and updates. Successful candidate is tasked with making the connection between statistics and how they translate to a campaign's success, branding and, of course, money.

Successful candidate is will reside within the marketing department, but sometimes work with a number of the business units if required. Job candidates should come from a junior or entry-level marketing or advertising position.

### Skills:

The candidates should have a deep and personal familiarity with the two big social networks: Facebook and Twitter. But beyond that, candidates should also have knowledge of other social networking platforms, such as Instagram, Tripadvisor, Youtube, Pinterest and Snapchat.

It's also important that candidates understand the business's audience—such as its demographics and interests, in order to target posts appropriately. Strong writing and presentation skills are also key as social media communications are customer-facing whether the specialist manages external or internal networks.

Lastly, data analytics skills are crucial for this role. Candidates need to know not only how to run campaigns and ads, they need to know how it all ties back to ROI and how the business can generate revenue from it, "You need to be a number-cruncher at some level—put on headphones and look at the data, then come back with intelligent insight so the business knows what to do next."

### Hours & Location:

Average working hours are approximately 45 hours per week, plus any additional overtime required. Working hours for this role will consist of the following:

Monday to Friday – 9:00am to 6:00pm

plus occasional weekends as required for events, etc.

Location: Wimbledon Head Office

### Interviews:

Candidates selected for interview should be able to demonstrate their social media managing ability by providing a range of projects and events to view in a portfolio in physical or electronic format.