

Digital Media/ Brand Strategist

The Digital Media/Brand Strategist is responsible for handling the group's digital media presence to ensure high levels of social media traffic and customer engagement.

Responsibilities

- Graphics design and social media management
- Perform research on current benchmark trends and audience preferences
- Design and implement digital media strategy to align with business goals
- Generate, edit, publish and share engaging social media content daily (e.g. original text, photos, videos, and news)
- Set goals and prepare reports for management showing results-ROI
- Collaborate with other teams, like marketing, sales, and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner 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

Requirements

- Minimum of 3 years' relevant work experience
- Proven work experience as a digital media manager
- Hands on experience in content development and management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels

- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills