

FREELANCE SOCIAL MEDIA MANAGER JOB DESCRIPTION

The following activities will be required as part of your retainer:

- Developing weekly/monthly content plans, which includes the creating of original content for various social media channels that grabs the attention of the target audience.
- Researching, writing and editing content for publication to a variety of social media channels
- Publishing planned and ad hoc social media content to various social media channels
- Daily moderation of content and responding/engaging appropriately with user comments/queries
- Live event coverage, where necessary.
- Assessing of clients' core messaging and target audience and brainstorming creative content and copy ideas.
- Continuously adjusting content strategies according to the needs of clients as well as the performance of existing strategies.
- Be accountable for the above and ensuring that all content is truthful and complies with the requirements from the client.
- Interacting with clients regarding strategic tactics and customers/followers in real time on various online platforms. Communication is via online meetings and email.
- Providing regular analysis and reporting on social media efforts for clients.
- Management of occasional online advertising campaigns through external supplier – briefing the agency and following up on progress and reporting.
- Occasional creation and management of small advertising campaigns, where necessary.

~REQUIREMENTS~

- *It is essential that the candidate have experience in the following industries:
 - Health/Technology in the health space
 - Medical/Insurance/Financial Services
 - Production/Post Production/Media
- 2-5 years experience in a social media role, preferably in the corporate space
- Intensive social media experience in his/her personal capacity (predominantly Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Degree/diploma/certificate in a business and/or marketing-related field
- Experience with Excel, Word, Powerpoint, Social Media Management Tools
- Experience with basic digital design (even free tools like Canva)
- Meticulous grammar and spelling
- Knowledge of the paid media/PPC advertising process for social media
- Impeccable client service

~PERSONAL SKILLS/ATTRIBUTES~

- Organised
- Disciplined
- Self-driven and self-motivated
- Attention to detail is essential
- Well-spoken and good writing skills
- Ability to work (well) independently
- Quick learner
- Strategic thinker
- Creativity



START DATE: 1 October 2020 (as a training and learning phase on a reduced retainer), Full retainer to start 1 November 2020

MONTHLY RETAINER: R7,500 per month.

WORK LOAD: 16- 24 hours per month

AVAILABILITY: Must be online and available Mon-Fri 9am – 5pm and liaise with clients timeously during this time

LOCATION: Remote working. Physical office presence in Hout Bay, Cape Town should you wish to work from a physical space from time to time.

TO APPLY: Please send CV/portfolio, LinkedIn profile link, and background information to info@socialideas.co.za