

Role Name: Social Media Expert**Role Brief:**

Manages all social media channels, campaigns, and team members to sustain an engaging audience experience and to increase audience satisfaction. Researches and analyses social media trends, including social media ad revenue and web visitor data, to improve social media presence and campaign efficacy. Works with various company departments to promote overall brand through social media channels.

Responsibilities:

- Develop and manage digital marketing campaigns
- Oversee social media strategy
- Manage and maintain the client website(s)
- Write and optimise content for the website and social networking accounts such as Facebook, Instagram, LinkedIn and Twitter
- Track and analyse website traffic flow and provide regular internal reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
- Continually work on the Search Engine Optimization of the website(s)
- Fix any errors or bugs in online content
- Edit and post videos, podcasts and audio content to online sites
- Create online banner adverts and oversee pay per click (PPC) ad management
- Write copy for email marketing campaigns
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments, particularly developments in mobile marketing
- Work on printed material to supplement online products

Experience:

2-3 years of relevant experience in Digital marketing

Key Skills:

- Experience with SEO Tools: Google analytics, SEO Moz, Google Webmaster tool, Bing webmaster tool, Majestic, Link analysis tools, competitor analysis tools, other link and keyword research tools.
- Excellent understanding of digital marketing concepts.
- Experience with business to customer social media and content generation.
Candidate with Prior experience in E-Commerce industry have added advantage.

Academic Qualifications:

- Any Bachelor's/ Master's Degree