

## **Job Title: Social Media Coordinator**

### **Overview:**

As a Social Media Coordinator, your role is to create and maintain a strong online presence and implement online marketing strategies and be responsible for building and maintaining a highly engaged community on the company's social media channels.

### **Key Responsibilities:**

- Work with the Marketing Team to conceptualize and develop visuals and video content for the company's social media channels.
- Create a content calendar and schedule social media posts.
- Coordinate with the marketing department to develop timelines coinciding with activations, company news, product releases, and other messages.
- Track and report on social media insights (traffic, engagement, shares, conversion rates).
- Respond to messages and comments on our social media pages in a timely and accurate manner.
- Monitor competitor activity within social media spaces.

### **Minimum Hiring Requirements:**

- A graduate of BSc in Marketing, Communications or relevant field
- Expertise in multiple social media platform
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image, and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills
- Familiar with all digital and social media tools for developing various campaigns
- Have a flair for copywriting including press releases and can handle Press release distribution and ensure coverages
- Excellent communication skills in English (Arabic is an advantage but not required)