

Social Media Manager

Remuneration:	basic salary
Location:	Cape Town, Century City
Remote work:	Remote work allowed optional
Education level:	Diploma
Job level:	Junior/Mid
Own transport required:	Yes
Travel requirement:	Occasional
Type:	Permanent
Reference:	#SMM
Company:	Happy Friday

Happy Friday is a TTL agency that has built up an exciting list of clients across varying industries. From blue chips to start ups, and with a growing focus on digital, we see ourselves as an extension of our clients' businesses.

We are looking for a hands-on social media manager who is happy to take on a dual role. The successful candidate will be responsible for creating and managing clients' social media content, prioritising alignment to the brand strategy. They will also manage the day-to-day social media activity and planning, working with the creative team to brainstorm and explore ways to grow our clients' social presence and relevance online. The candidate will be responsible for all community management as well as overseeing content and rollout. A large part of this role will also include managing Happy Friday's social media: creating relevant and exciting content that will elevate our agency's presence in the industry, being pro-active and looking for opportunities to make and create content. The successful candidate will work closely with the client service team, taking briefs, setting up and managing timelines. They will also work with our media buying team, setting up digital campaigns and reports.

It is critical that the ideal candidate be up to date with latest social media trends and have a solid understanding of reporting and data. This is an opportunity for someone to work strategically on client accounts, but to also get involved in the detail allowing for complete ownership. Reaching KPI's is key and creating exciting and memorable work is what makes our agency tick. We are small but agile, and our clients trust in our ability to meet tight deadlines, whilst never compromising on all round quality.

Requirements:

- Three years' experience in a social media manager role
- Proven track record of having worked with blue chip brands
- Comprehensive understanding of all mainstream social media platforms
- Comprehensive understanding of all artwork requirements across all platforms
- Solid understanding of how to create and manage paid media on social media platforms
- Excellent understanding of reporting and metrics available across all social media platforms
- Excellent analytical, critical-thinking and problem-solving skills
- Creative thinker

Responsibilities:

- Manage day to day engagement and interaction on all social media platforms

- Have a full understanding of who each client's audience is and how they engage online
- Work closely with the account manager/account director to align on content and plans
- Create various content types for Happy Friday (videos, articles, infographics etc.) with relevant tone and style, adhering to the respective style guides
- Write social media content across all platforms
- Brief in all content calendars ensuring alignment with the brand
- Set up and manage the running of any social media run campaign (on platform)
- Manage campaign budgets and performance
- Monthly reporting and presenting thereof to client
- Identify any gaps and opportunities
- Be proactive in the way you think about content creation and the brand's online presence
- Become the "go to" for anything social media related within the agency
- Solid understanding and experience working on Social Media content management platforms
- Experience working on social media monitoring platforms

We are looking to grow our team with people who are as passionate about what they do. We believe that happy people make happy work, so if you are ready to join a team of hybrids who love what they do, then send us your CV.

Send your CV to info@happyfridaycreative.co.za.

Posted on 24 Apr 11:45, Closing date 23 Jun

Apply by email

Lexy Geyer

info@happyfridaycreative.co.za

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