

Social Media Marketing Specialist

Location: East Rand
Reference: #CAW005571/CH
Company: [SydSen Recruit](#)

Our client is on the hunt for an experienced social media marketing specialist!

As a social media marketing specialist, you'll play a crucial role in elevating the company's brand presence across various social media platforms.

Here's what you'll be doing:

- **Optimise social media campaigns:** Utilise your expertise to create and fine-tune social media campaigns that resonates with their target audience, drive engagement and achieve business objectives.
- **Manage ad spend budget:** Take ownership of ad spend budget across different social media platforms, ensuring efficient allocation to maximise ROI and achieve campaign goals.
- **Strategise posting and ad creation:** Develop innovative strategies for content creation, posting schedules and ad campaigns that captivates audience and aligns with the brand voice and objectives.
- **Performance reporting:** Dive into analytics to track and analyse the performance of social media pages and campaigns. Provide insightful reports and recommendations to continuously improve strategies and results.

Requirements:

- Proven experience in social media marketing, with a strong understanding of platforms like Facebook, Instagram, Twitter, LinkedIn, etc.
- Proficiency in data analysis and reporting tools to measure campaign performance.
- Excellent communication skills and ability to collaborate effectively.
- Creative mindset with a knack for crafting engaging content and compelling ad copy.
- Bachelor's degree in marketing, communications, or related field preferred.

If you're ready to take your social media marketing career to the next level and make a real difference, apply now!

Please note only candidates with the required experience will be contacted and considered. If you are not contacted within 14 days, kindly consider your application unsuccessful.

Apply now!

Sydsen Recruit (follow us on Facebook, Instagram and LinkedIn)

Posted on 09 May 12:45, Closing date 8 Jun

[CLICK HERE TO APPLY ▶](#)

For more, visit: <https://www.bizcommunity.com>