

Social Media Manager



Role Overview

We seek an innovative and strategic Social Media Manager (SMM) to become part of our team. This role involves creating and executing social media strategies to enhance our clients' digital visibility, support marketing initiatives, and foster engagement across various platforms.

Key Responsibility

- Own social media content creation and scheduling, ensuring all deliverables are completed and published on schedule and within established deadlines.
- Analyze social media and content performance data to generate actionable insights and identify opportunities for content optimization and audience engagement.
- Nice to have: Assist with paid advertising and promotional campaigns to support content reach, engagement, and growth.
- Good to have: Monitor SEO performance and recommend content optimizations to improve search visibility and organic traffic.
- Engage with followers, address inquiries promptly, and keep track of customer feedback.
- Stay up-to-date with current trends in social media, design tools, and applications.
- Develop and implement strategic, comprehensive social media and content plans aligned with organizational goals and objectives.
- Report to the direct superior on performance and key insights, presenting recommendations, action plans, and proposed next steps to address challenges and optimize results.

Technical Requirements

- High-speed, reliable internet connection.
- Personal computer or laptop with modern specifications (Intel Core i5 and up, Windows 10 and up.)
- Proficiency in social media management tools and design software (e.g., Canva, Adobe Creative Suite).

Profile Requirements:

- Link to Intro Video
- Updated Resume
- Profile image file
- Link to portfolio or any social media account

Application Instructions:

Please email your application with all required links and attachments as outlined in the Profile Requirements section above to virtualgenietoday@gmail.com with the Subject Line: APP//SMM-[Your Last Name].

Please note: This opportunity will place you in our pool of Virtual Assistants, where you may be matched with incoming clients based on your specific profile and experience.

Let's create magic together, Virtual Genie!