

CAREER OPPORTUNITY

SOCIAL MEDIA SPECIALIST AND DIGITAL STRATEGIST

Job Purpose

The incumbent has the responsibility of managing and creating engaging and tactical content across multiple social media platforms.

Key Duties and Responsibilities

- Collaborates with cross-functional teams to develop marketing and communication plans that leverage the social media space. This entails crafting strategy and execution of the ideas.
- Develops content across owned and earned social channels. This could include blog posts, tweets, status updates, pins, photos and videos.
- Creates, manages and grows business presence across social media channels, including but not limited to Blogs, Twitter, Facebook, Pinterest, YouTube and Instagram.
- Leverages measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives.
- Writes, edits and crafts content for the social media space.
- Plans, manages and executes social media initiatives.
- Plans social media programs that span owned (e.g. Blogs), earned (e.g. Facebook) and paid (e.g. Sponsored Tweets).
- Assists with the management of assigned website in an effort to ensure that data is up to date.
- Assists with other digital, social and innovation projects as needed across the company.
- Performs any other related duties as assigned by Management.

Academic Qualifications, Experience and Soft Skills

- Bachelor's degree in Marketing or related discipline.
- A minimum of two (2) years' experience in a similar environment.
- Proficient in social media platforms: e.g. Twitter, Facebook, Pinterest, YouTube and Instagram.
- Knowledge of Digital Marketing current best practices.
- Knowledge of Social Media legal guidelines.
- Knowledge of Media Strategy and planning options.
- Strong understanding of the Digital production processes.
- Strong negotiation skills.
- Strong understanding of the strategic planning and processes for Brand Management and Creative Development.
- Excellent communication and presentation skills.

All applications are to be submitted no later than June 21st, 2019:

E-mail: hr@ftfarfan.com

Please specify "Social Media Specialist and Digital Strategist" in the subject

OR

Human Resource Department
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San Juan