INTERNAL DOCUMENT

CONFIDENTIAL

SOCIAL MEDIA STRATEGIST
JOB DESCRIPTION

Work Mode: Remote

Pandora Global Agency is an **all-rounded communications firm** with the intent to innovate while measuring successes attained with client briefs continuously. We provide data-driven and proven communication strategies to our clients, cutting across various sectors and industries.

OUR CORE AND DRIVING PRINCIPLES

* Transparency

* Integrity

* Innovation

* Diligence

Role Overview:

We are seeking a creative and analytical Social Media Strategist to join our team. The ideal candidate will be responsible for developing and implementing social media strategies that align with our clients' business goals. This role requires a deep understanding of social media platforms, trends, and analytics, as well as the ability to create engaging content and measure its effectiveness.

Job Description

- Develop and implement comprehensive social media strategies tailored to clients' goals.
- Conduct thorough research to identify target audiences, trends, and competitive landscape.
- Create content calendars that outline strategic content distribution across platforms.
- Collaborate with the creative team to produce high-quality content (text, image, and video) for various social media platforms.

- Ensure all content is consistent with brand guidelines and client objectives.
- Engage with followers, respond to comments and messages, and foster a positive online community.
- Identify opportunities to enhance engagement and grow followers.
- Monitor, track, analyze, and report on performance on social media platforms using tools such as Google Analytics and all relevant social media platform insights
- Identify consumer trends to help with planning social media campaigns.
- Research and evaluate the latest tools and techniques in order to find new and better ways of measuring social media activity
- Recommend improvements to increase the social media accounts' performance.
- Manage and track budgets for social media activities.
- Regularly liaise with clients via telephone, email, conference calls, or face-to-face
- Collaborate with internal teams (Creative, Content, etc) to ensure brand consistency across all channels.

Skills & Requirements

- A solid understanding of the use of a range of social media platforms
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Knowledge and understanding of algorithms and search engine optimisation
- Creative skills for contributing new and innovative ideas
- Strong communication and people skills
- Excellent team working, collaboration, and networking skills
- Organisational skills, with the ability to prioritise and work across multiple projects
- Project and campaign management skills
- An eye for detail and the ability to work accurately