



JOB TITLE	SOCIAL MEDIA MANAGER
LOCATION	ABUJA, NIGERIA
SALARY RANGE	N160,000 - N250,000 (GROSS)
TYPE OF EMPLOYMENT	FULL TIME
WORK MODE	ON-SITE (DURING PROBATION) HYBRID (POST-CONFIRMATION)
EXPERIENCE REQUIRED	1 - 3 YEARS
PROBATION PERIOD	6 MONTHS
JOB OBJECTIVES Our Client, a Multimedia company specializing in high-quality film, animation, documentaries and interactive games focused on social justice, accountability, and African storytelling is seeking a dedicated and results-oriented Social Media Manager to: • Oversee the distribution, community engagement, and analytics of content on all company's external platforms and channels, ensuring alignment with overall communication and marketing goals. • Implement Strategies And Set Goals To Increase Brand Awareness, Increase Engagement and drive business objectives	
KEY RESPONSIBILITIES • Ensure the proper data and security management of content, platforms and channels • Maintain positive brand image in all engagements and content • Support in the Design of comprehensive social media strategies tailored to business objectives. • Conduct market research, conduct competitor analysis and analyze The Organization's Present And Potential Markets to inform content strategies. • Implement and execute all social media and Campaign strategies • Support in the overseeing of the creation of high-quality, engaging, and brand-aligned content (text, images, videos, etc.) that Tie Into The Organization's Strategies And Goals • Plan and maintain a content calendar to ensure consistency across all platforms. • Collaborate with internal and external teams and partners to create relevant and brand-consistent materials.	

- Support in the development of Campaigns to drive comms and business strategies and goals
- Monitor and engage with followers across all platforms to build relationships and manage brand reputation.
- Channel or address customer inquiries, comments, and complaints promptly and professionally.
- Identify and collaborate with potential partners, influencers and brand advocates.
- Track and analyze performance across all external platforms and channels and use insights to refine strategies and improve results.
- Prepare and present reports on relevant metrics such as engagement, reach, conversions, and ROI from Campaigns And Other company activities
- Stay updated on platform changes, trends, and best practices that align with comms strategy and business goals.
- Optimize profiles and accounts for visibility and engagement
- Complies with industry regulations and company policies.
- Manage crises or negative publicity effectively.
- Other Social Media and External communication Related Duties As May Be Required By the department and Management

QUALIFICATIONS AND EXPERIENCE

- Degree in Marketing, Communications, or a related field
- At least 1-3 sustained years of experience in social media management or digital marketing
- Proven track record of successful social media campaigns is a plus.
- Proven track record of adaptability to specific company needs in relation to approach, tone and content
- Certifications in social media marketing are an advantage
- Understanding of social media algorithms, trends, and best practices.
- Knowledge of analytics tools to measure and improve performance

SKILLS & COMPETENCIES

- Strong written and verbal communication skills
- Proficient in social media management and design tools (e.g. Hootsuite, Canva)
- Basic knowledge of video/photo editing
- Analytical mindset with ability to interpret data and metrics
- Creative, organized, and adaptable
- Copywriting and SEO knowledge is a plus

OTHER JOB REQUIREMENTS?

WORK CYCLE:

- Monday – Friday (9:00am – 5:00pm)

- Out of town travel may arise
- Weekends as the need arises:
 - Transportation reimbursement
 - Not more than two weekends in a row

Interested candidates can apply via the link below

<https://forms.gle/JhcLXkMVDugSGXct7>