

Social Media Manager Main responsibilities

a) Creating Engaging Social Content

Beginning with quick yet thorough planning/preparation, you will plan out a dynamic, ongoing **social content calendar** to guide us to our goals.

You will grow an increasing social audience and follower base through: hashtag campaigns, strong use of keywords, sharing/retweeting relevant news, “liking” posts, staying updated within the industry, and contributing with your own unique content to broaden reach.

b) Integrate Social Media Activity into all our activities

With clear communication and regular brainstorming meetings and/or using a shared board, we’ll be able to keep informed about all our activities to allow you to ensure that our audience is permanently and on-time informed on Sankore 2.0’s life.

The same will be done for all posts published by or for Sankore 2.0. You’ll be informed in due time to allow you to ensure that our follow base is aware of the publications.

We will agree on a schedule for a series of posts that you might create to keep up the exciting momentum for all prospective customers and followers.

c) Posting Company Related Updates

We plan to engage our social media audience by sharing crypto news in Africa and especially in Kenya, company news, press releases, events, employee spotlights, and more.

We will also pay close attention to industry trends and share them. This will help us gain exposure with our target audience.

d) Promotions and Social Campaigns

You will utilize social channels to connect with our follower base and engage them with news and events around blockchain and crypto to get them excited about both current events, and our brand itself.

e) Content management of our website

Our website is our vitrine to the outside world and deserves professional maintenance and follow-up. This would be your responsibility to ensure the content is up to date and relevant. In addition to coming up with the best ideas and suggestions to achieve this goal, you’ll be responsible to coordinate and participate in the creation of ad-hoc content.