

Social Media Manager & Designer (Remote)

EDU Virtual Team

Job Summary:

We are currently seeking a dynamic, highly creative Social Media Manager & Designer to join our team. This unique role combines social media management with graphic design, making it perfect for individuals who are passionate about creating engaging content and fostering vibrant online communities. The ideal candidate will be proficient in managing social media channels and have strong skills in graphic design and video editing, particularly with Canva. This is a full-time position.

Key Responsibilities:

Social Media Management:

- Develop and implement social media strategy in line with the school's objectives.
- Create, schedule, and post content across various social media platforms.
- Monitor and respond to comments and direct messages in a timely and friendly manner.
- Analyze performance metrics and refine strategy accordingly.

Graphic & Video Design:

- Design visually appealing graphics for social media posts using Canva.
- Create and edit video content for platforms like reels and TikTok to enhance engagement.
- Ensure all graphics and videos adhere to the school's branding guidelines.

Brand Consistency:

- Continually refine and evolve the school's online brand identity.
- Ensure content across all platforms is cohesive, engaging, and true to the school's mission and vision.

Common Tasks:

- Collaborate with school administrators and staff to source content for social media.
- Stay updated with the latest social media trends and tools.
- Generate regular reports on social media performance.
- Participate in relevant online conversations on behalf of the school.

Reporting:

- This role reports directly to the School Administrator or the Marketing/Communications Director.

Qualifications:

- Proven experience as a Social Media Manager or similar role.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media platforms.
- Experience with Canva or similar design tools is a must.
- Excellent communication and writing skills.
- Ability to deliver creative content (text, image, and video).
- Degree in Marketing, New media, or relevant field is a plus.