

Social Media and Community Coordinator at MyHealth Africa

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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My Health Africa was created to help strengthen the health sector across Africa for both patients and doctors.

The role

Working as the Social Media & Community Coordinator reporting to the Head of Growth Marketing, you will be tasked with creating and executing strategies that help MyHealth Africa achieve its revenue targets. The Social Media & Community Coordinator will use MyHealth Africa's existing and emerging online outreach channels to drive acquisition, lead generation, brand building, retention & referral.

Key responsibilities

Social media – build and execute social media strategy, generate multimedia content (including original text, images, and video), monitor and report on KPIs, design and edit multimedia content using graphic design and video editing tools.

Community Management – develop and implement a community engagement strategy, moderate user-generated content, and identify marketing opportunities.

Social videos and user-generated content – organize and coordinate online events, manage content creation, and facilitate user-generated content initiatives.

Email content – create and monitor email marketing campaigns, analyze campaign performance, and stay current with best practices.

Requirements

Proven work experience in social media marketing or digital media.

Familiarity with AI tools for content generation.

Excellent written and verbal communication skills.

Strong competency in graphic design and video editing tools.

Creativity and the ability to produce original ideas.

Self-Starter with the ability to work under minimum supervision.

Experience with data analysis and metrics tracking.

Knowledge of online marketing and major marketing channels.

A strong understanding of marketing principles for creating effective email campaigns and identifying new opportunities.

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