

## Social Media Manager

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Company: The Social House

Location: Kenya

Category: arts-design-entertainment-sports-and-media

About Us At The Social House, we're more than just a brand; we're a testament to Authenticity, Resourcefulness, Craftsmanship, and Sparkle. These core values are the compass that guides every aspect of our journey, from the drawing board to the final experience we deliver to our customers. In joining our team, you're not just taking on a job; you're embracing an opportunity to make a real impact, to innovate within your field, and to contribute to a legacy of excellence. We are currently seeking passionate individuals who resonate with these ideals to become part of our dynamic team. Whether you're crafting products, designing experiences, or engaging with our guests, you'll be empowered to bring your unique talents to the forefront, supported by a culture that thrives on creativity and dedication. As a member of our team, you'll work in an environment that celebrates your individuality and leverages your strengths, encouraging you to explore new ideas and push boundaries. Your role will be crucial in ensuring that every product, service, and interaction with our guests reflects our commitment to quality, sustainability, and unparalleled customer experiences. Join us, and let's create something extraordinary together, imbued with the essence of Authenticity, the ingenuity of Resourcefulness, the dedication of Craftsmanship, and the vibrancy of Sparkle. This is not just a place to work; it's a place to shine, to contribute to something bigger than yourself, and to leave a mark on the world.

**Job Overview** We're on the lookout for an energetic Social Media Manager to dive into the digital realm and captivate our target audiences across various online communities and networks. Your mission? To skyrocket our customer engagement, weave closer connections, boost our website's traffic, and amplify our revenue, all by masterfully navigating our social

media marketing strategies. The perfect fit for this role is someone who lives and breathes social media, with a knack for crafting content that resonates and engages audiences across different platforms. As the voice of our brand, you'll engage in meaningful dialogues, subtly weaving our products and services into conversations, and offering unwavering support to both loyal and prospective customers. Your prowess in social media marketing will be the catalyst for our success, forging lasting brand relationships and elevating our online presence to new heights. Join us, and let's make an indelible mark on the digital landscape together.

**Duties and Responsibilities**

- Daily postings in all our social media pages
- Engaging and responding to social media direct messaging
- Researching and keeping up to date with new social media trends
- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g., social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing materials
- Manage and update company database and customer relationship management systems (CRM)
- Help organize marketing events.

Required to do research to know what is happening in the fast-changing world of social and digital media, what competitors are doing and what new measurement tools are being used. Should be friendly and approachable online. Any other duties as assigned.

**Requirements and skills**

- Experience with content creation and photography a plus, even if not professionally
- Excellent IT skills, especially with design and photo-editing software.
- Exceptional creativity and innovation.
- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- At least 3 years working experience in graphic design industry.
- Bachelor's Degree in Marketing or related discipline.

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