**Job Description:**

We are seeking a creative and experienced Social Media Enthusiast to join our dynamic marketing team. The ideal candidate will be responsible for developing and implementing social media strategies to increase brand awareness, engagement, and ultimately drive traffic and conversions.

**Responsibilities**:

* Develop and execute social media strategies to enhance brand visibility and engagement across various platforms including Facebook, Twitter, Instagram, LinkedIn, and others.
* Create engaging and high-quality content (text, image, video) tailored to each platform and target audience.
* Manage day-to-day activities on social media channels including posting updates, responding to comments/messages, and engaging with followers.
* Monitor social media trends, news, and emerging platforms to stay ahead of the curve and identify opportunities for growth.
* Collaborate with the marketing team to integrate social media campaigns with overall marketing initiatives.
* Analyze key metrics and performance data to track the effectiveness of social media efforts and make data-driven decisions for optimization.
* Stay updated on best practices, industry standards, and new technologies in social media marketing.
* Cultivate relationships with influencers, partners, and industry stakeholders to expand brand reach and enhance credibility.

**Qualifications:**

* Bachelor's degree in Marketing, Communications, or related field.
* Proven experience as a Social Media Specialist or similar role with a track record of successful social media campaigns.
* Strong understanding of social media platforms, algorithms, and best practices.
* Excellent written and verbal communication skills with a keen eye for detail.
* Creative thinking and ability to generate innovative ideas for content and campaigns.
* Proficiency in social media management tools and analytics platforms.
* Ability to work independently as well as collaboratively in a fast-paced environment.
* Experience with graphic design and video editing software is a plus.
* Knowledge of SEO and digital marketing concepts is desirable.

If you meet the qualifications and are passionate about leveraging social media to drive business results, we'd love to hear from you! Please submit your resume and portfolio showcasing your previous social media work for consideration.