

Job Description - Social Media Communications

Role:

- Assist in developing and executing communications strategies for brands in social, digital and traditional channels
- Undertake research and on-going social media audits (engagement metrics, areas of growth, identifying new competitor accounts, etc.)
- Build solid relationships with influencers and develop creative influencer engagement ideas
- Plan exciting and dynamic media, influencer and consumer events including managing third-party suppliers
- Identify press opportunities including drafting press releases, media invitations, client reports, etc.
- Attend client meetings with senior colleagues and assist preparing reports and monitoring services.

Skills Required:

- You are able to think creatively and effectively using various social media platforms and in-built tools (Instagram, Snapchat, Facebook, Youtube, etc.)
- You have impeccable written communication (English & Arabic)
- You understand the basic principles of communications and public relations
- You love taking on challenges, and have an upbeat, positive approach to tasks.
- You have solid 'people skills' for working with a range of colleagues, clients, media and influencers.