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**Job Description – Beauparc**

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| **Job Title** | Social Media Executive |
| **Reports to** | Marketing Manager |

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| **About Us**  At Beauparc we are leaders in the waste management industry, dedicated to innovation, sustainability, and delivering exceptional service. Our marketing team is pivotal in driving our digital transformation and ensuring we effectively reach and engage our audience. We are seeking a dynamic and creative Social Media Executive to join our marketing team. The successful candidate will be responsible for developing, implementing, and managing our social media strategy to enhance our online presence, improve marketing and sales efforts, and increase brand awareness. This role requires a strong understanding of current social media platforms, trends, and technologies. |

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| **Overview**  The Social Media Executive will play a crucial role in enhancing our brand’s online presence. Reporting to the Group Digital Marketing Manager, you will be part of a dynamic team responsible for executing comprehensive social media strategies that drive engagement, growth, and sales. Your creativity, strategic thinking, and analytical skills will be essential in contributing to our overall marketing success.. |

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| **Key Responsibilities**   * Develop and execute social media strategies that align with the company’s overall marketing goals and objectives * Create, curate, and manage engaging content (text, images, video) across all social media platforms, ensuring consistency with the brand’s voice and aesthetic. * Monitor competitor activity and report * Perform social listening analysis of key growth sectors to influence messaging and content strategies. * Plan, execute, and manage social media campaigns, including paid advertisements, promotions, and contests. * Monitor, listen, and respond to users in a "social" way while cultivating leads and sales. * Analyse key metrics and tweak strategies as needed. Prepare regular reports on social media performance using tools such as Google Analytics, Hootsuite, and others. * Work closely with the digital marketing team, including the Group Digital Marketing Manager, content creators, and designers to ensure a cohesive social media identity. * Stay up-to-date with the latest social media best practices and technologies. Evaluate and report on the effectiveness of social media strategies and tactics. * Address and manage any issues or crises that arise on social media platforms in a timely and effective manner. * Identify and engage with influencers and brand advocates to increase reach and engagement. |

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| **Qualifications**   * Bachelor’s degree in Marketing, Communications, or a related field. * Minimum of 2-3 years of experience in social media management, preferably within a similar industry. * Proficiency in using social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, etc.) and tools (Hootsuite, Buffer, etc.). * Strong understanding of social media KPIs and analytics. * Excellent communication and writing skills. * Creativity and a keen eye for design. * Ability to multitask and work in a fast-paced environment. * Familiarity with SEO, web traffic metrics, and digital marketing trends. |