

https://intscanada.com/job/mandarin-speaking-social-media-specialist/

???????????Mandarin speaking Social Media Specialist

Description

Reporting to the Manager, Digital Marketing, the Social Media Specialist plays a key role in attracting and interacting with targeted virtual communities and target audiences on social media as part of our clients' overall Digital Marketing strategy. The Social Media Specialist will work with our clients and the digital marketing team to ensure all client goals are met or exceeded as it relates to their social media plan and strategy.

Key Responsibilities

Essential Duties and Functions

1. Participates and assists in new client pitches.

2. Creates, defines and manages the social media element.

3. Brainstorms visual and copy ideas with other members of the creative team.

4. Sets up, tracks, and analyzes social media initiatives and campaigns in accordance with company goals.

5. Creates SOP's for each assigned project within the scope of the role and submits

to the Manager, Digital Marketing, for approval.

6. Brainstorms and develops concepts for social media advertising campaigns.

7. Defines target audiences and writes user personas.

8. Analyzes social media presence/performance for areas that can be improved and optimized.

9. Conducts keyword research to identify powerful keywords that drive valuable traffic.

10. Builds and executes social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.

11. Generates, edits, publishes and shares content(original text, images, video or HTML) that builds meaningful connections and encourages target audiences to take action in collaboration with the Design Team.

12. Response and engagement on behalf of the Company's social media profiles.

13. Contributes to the development of paid social media campaigns and sponsored content initiatives.

14. Fills social media content with effective tags and hashtags.

15. Analyzes social media best practices and techniques used by competitors and adopts them where appropriate.

16. Creates copy that reflects different language styles for various target markets.

Essential Educational and Experience Requirements

• A University Degree or College Diploma in a relevant field, such as Communications, Digital Marketing, Marketing, E-Commerce is preferred

• At least 1 year of experience in Digital Marketing

Technical Competencies

Hiring organization Provalue Group Inc.

Employment Type Full-time

Job Location Toronto

Base Salary \$ 18 - \$ 22

Date posted 2023?4?10?

• Demonstrable social networking experience and social analytics tools knowledge.

• Strong knowledge of online marketing and good understanding of major marketing channels – Facebook, Instagram, Linkedin, Twitter, Pinterest, TikTok etc.

Good understanding of SEO in content development and content marketing.

• Strong experience with using website analytics tools (Google Analytics, Google Keyword Planner, Hotjar, SEM Rush, etc.).

• Strong understanding of data analytics, performance marketing, conversion and online customer acquisition.

• Must keep up-to-date with the latest trends and best practices in Digital Marketing/Social Media Marketing.

Behavioral Competencies

- Excellent verbal and written communication skills in both Mandarin and English
- Ability to think strategically to identify and resolve problems.
- Ability to multitask and adhere to deadlines.
- Flexibility to evolve strategies quickly & effectively.
- Ability to effectively prioritize and execute tasks in a high-pressure environment.
- Strong project management skills.
- Adept at conducting research into project-related issues and products.
- Excellent customer service skills.

• Contribute to building a positive agency culture, building positive working relationships.

- Strive to embrace the Company Core Values daily.
- Highly organized with meticulous attention to detail.
- Patience, accepts constructive criticism and direction well.
- Experience working both independently and in a team-oriented, collaborative environment is essential.

• Able to adjust to shifting priorities, demands and timelines through analytical and problem-solving capabilities.

• Ability to react to project adjustments and alterations promptly and efficiently.

• Ability to read communication styles of team members and contractors who come from a broad spectrum of disciplines.

Persuasive, encouraging and motivating.

• Ability to elicit cooperation from a wide variety of sources, including team members and clients.

• Be highly creative and imaginative.

Job Type: Full-time

Salary: \$16.00-\$22.00 per hour

Flexible Language Requirement:

French not required

Schedule:

- 8 hour shift
- Monday to Friday

Supplemental pay types:

- Bonus pay
- Commission pay

Ability to commute/relocate:

• Markham, ON: reliably commute or plan to relocate before starting work (required)

Experience:

- Marketing: 1 year (preferred)
- tiktok account operation: 1 year (preferred)
- Instagram account operation: 1 year (preferred)

Language:

• Mandarin and English (preferred)

Work Location: In person