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MANDARIN speaking Social Media Specialist

Hiring organization
Provalue Group Inc.

Employment Type
Full-time

Job Location
Toronto

Base Salary
\$ 18 - \$ 22

Date posted
2023-04-10

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

