

Boundless Technologies

<https://www.boundlesstech.net/blogs/job/jr-social-media-manager/>

Jr. Social Media Manager

Description

We're seeking a highly organized and creative Social Media Manager to support our online presence across multiple social media platforms.

Responsibilities

- Develop and implement social media strategies across LinkedIn, Instagram, and Meta to enhance brand awareness, increase engagement, and drive conversions.
- Utilize LinkedIn Sales Navigator for ICP identification and prospecting to reach target audiences effectively.
- Create, curate, and tune content that resonates with specific audiences, aligning with marketing goals and brand tone.
- Manage and monitor social media platforms, ensuring timely responses and engagement with followers.
- Design visually appealing content using Canva, aligned with the company's branding guidelines.
- Conduct marketing analysis to measure the performance of campaigns, track key metrics, and optimize strategies based on data.
- Stay up-to-date with the latest trends, tools, and best practices in social media marketing, ensuring the company's digital presence remains relevant and engaging.
- Collaborate with cross-functional teams, including sales, product, and customer service, to align social media efforts with overall business objectives.
- Plan and execute product publicity campaigns, leveraging social media channels to maximize reach and impact.
- Analyze competitor activities and develop innovative strategies to outshine competitors on social media.

Experience

- 2+ years of experience in social media management or coordination

Qualifications

- Strong command of English and creative thinking
- Experience with social media content creation and analytics
- Experience with LinkedIn and managing paid advertising campaigns, including Google Ads and Meta Ads

Contacts

Join Ignite & Infinite and be part of a creative team that values innovation and excellence. Apply today to contribute your design skills and grow with us!

Hiring organization

Boundless Technologies

Employment Type

Full-time

Industry

Information Technology

Job Location

Office # 9, Ground Floor, Dashtiyar Pride, Block 13-D, Gulshan-e-Iqbal, Karachi-75400, Pakistan, 75400, Karachi, Sindh, Pakistan

Working Hours

09 : 00 to 06 : 00

Base Salary

PKR 35000 - PKR 45000

Date posted

September 12, 2024