

Social Media / Community Manager

May 2018

Job description

ABOUT US

G2Design is a Stellenbosch-based team of visionaries - working as a visual communication agency. We thrive on challenging projects and combine world-class design with pioneering web development. Thus we create work our clients (and we!) are proud of.

We do what we love. Creating beautiful, engaging experiences that deliver real results across all media is what drives us, excites us, and, yes, gets us out of bed every morning. Add to that our commitment to outstanding design, detailed processes, teamwork, and a desire to keep on top of the latest design and technological trends, and you'll have some idea of what makes us tick.

Sound like the kind of team you want to join?

ABOUT YOU

You have strong networking and communication skills. You're organized, innovative, forward-thinking and have a hunger to learn new stuff. You're good at overcoming challenges and know when to change direction. You think critically, strategically and understand scrum principles. You are thorough, responsible, dependable and have laser focus and concentration. You are well-organized and work hard to attain agreed goals. You have a knack for turning theories and briefs into solid action plans that will wow the client.

Most importantly, you are trusting, resilient, adaptable, curious, creative and you realize that you are joining a family of like-minded individuals.

SOCIAL MEDIA / COMMUNITY MANAGER

We are on a mission to find a digital savvy person, who will be pioneering (no pressure) our social media, communications and online marketing functions for our clients' brands.

As a content writer, you will lead the way to build a social presence for our clients by creating invigorating rich-content that is search engine optimized, yet engaging with their communities, considering the use of keywords, link building and social sharing to amplify content.

You will be working with a team of creative minds, so no need to worry about your Photoshop (or Canva, yes we know) skills. We'll craft your visuals, but we need you to verbalise the concepts into words.

WHAT WE WANT YOU TO DO

- Create and maintain monthly content calendars that are insightful and engaging for the allocated brands on all social media platforms
- Understand organic growth and the interaction between paid for and organic traffic
- Day to day management of all social media platforms including scheduling and posting of content and responding to queries
- Identify platforms on which to communicate with your audience and create engaging content for them
- Identify groups with whom to communicate to grow audience and followers
- Create web content, blogs and social media pages
- Find efficient solutions and develop processes that are effective - we need strong conceptual, analytical and problem-solving skills!
- Work with the design team to create beautiful imagery and designs
- Conceptualise and implement dynamic boosted campaigns to increase engagement
- Proactively expand and improve campaigns based on client's business needs and key performance indicators

WHAT WE WOULD LIKE YOU TO ANALYSE

- Monitor and measure the success of community engagement
- Create detailed monthly reports
- Analyse the reports and conceptualize new campaigns, and initiatives to enhance the performance
- How social networks and other communities work
- Knowing Google Data Studio will be advantageous

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- A letter of introduction
- An up to date CV
- Links to social pages you've managed or curated content for
- Conceptual ideas or campaigns you've implemented

Successful applicants will be contacted for an interview.