

**Position:** Social Media Executive

**Department:** Marketing

**Reports to:** Social Media Coordinator / Brand Manager / Head of Marketing

**Job Type:** Full-Time

**Position Summary:**

The Digital / Social Media Executive is responsible for managing and executing the organization's digital and social media activities across various online platforms. The role focuses on developing and publishing digital content, managing social media accounts, monitoring audience engagement, and supporting digital campaigns to enhance online presence and brand visibility.

Reporting to the Social Media Coordinator, the Executive ensures that all content is aligned with brand messaging and contributes to building a strong digital presence across platforms.

**Key Responsibilities:**

**Content Development & Scheduling**

- Support the development and scheduling of platform-specific content (text, images, videos) in line with the approved calendar.
- Collaborate with the PR, Graphics, and Brand teams to gather and localize content for posts.
- Create engaging copy and assist with video editing for use on social and internal platforms.

**Platform Management**

- Manage the daily posting and community interaction across platforms including Instagram, Facebook, LinkedIn, TikTok, X, and YouTube.
- Monitor audience engagement, respond to comments/messages, and escalate sensitive issues where appropriate.

**Performance Tracking**

- Use tracking tools to collect data on content performance (reach, impressions, engagement).
- Submit weekly reports to the Social Media Coordinator with observations, trends, and content suggestions.

**Support Campaigns & Activations**

- Assist in promoting marketing campaigns, internal initiatives, and CSR events through social media.
- Provide real-time coverage and live posting support during activations and brand events.

**Competitor Monitoring & Content Trends**

- Research social media trends, platform changes, and competitor activities to support content innovation.
- Share insights with the coordinator to inform strategy and content direction.

#### **General Duties**

- Follow established social media guidelines and participate in periodic team training.
- Perform any other tasks as assigned by the Social Media Coordinator or Brand team.

#### **Qualifications and Skills**

- Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- 1 - 2 years of experience in digital marketing, social media management, or digital communications
- Basic understanding of content management systems
- Strong writing, editing, and basic graphic or video editing skills (e.g. Canva, CapCut, Adobe tools).
- Familiarity with tools such as Meta Business Suite, Hootsuite, or similar.
- Organized, collaborative, and willing to learn and grow in a dynamic environment.

#### **Equal Employment Opportunity Policy**

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, or disability status.

Hariss International is an equal opportunity employer Minorities/Females/People with Disabilities/Protected Veterans/Sexual Orientation/Gender Identity.