



JOB DESCRIPTION

SOCIAL MEDIA MARKETING ASSOCIATE

The main responsibility for this role is to conduct direct marketing targeting both existing and new clients with the primary goal of driving sales, analyze marketing strategies and develop new marketing programs aimed at increasing sales and company growth. Further, we expect you to be up-to-date with the latest digital technologies and social media trends since you will be in charge of social media coordination.

DUTIES AND RESPONSIBILITIES :

1. Thoroughly understand our products and services to inform potential customers
2. Conduct market research to identify new opportunities and analyze customers' behavior, purchasing habits, trends, and preferences.
3. Perform research on current benchmark trends and audience preferences and develop sound content strategies for internal and external assets. This will also include the ability to map out a comprehensive social media plan and drive strategies that are proven by testing and metrics.
4. Design and implement marketing strategies and social media strategy and to align with business goals.
5. Plan and execute initiatives to reach the target audience through appropriate channels i.e build brand awareness through various media outlets (social media, e-mail, TV, etc.)

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Nairobi, Kenya





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where Africa meets the world

6. Network and build trusting relationships with potential customers: You will play a role in shaping the upcoming marketing strategies for all our new and existing products and help ensure that customers get to know and love our brand.
7. Brainstorm and develop ideas for creative marketing campaigns and industrial-related events and trade shows to increase brand awareness.
8. Oversee and manage all social media accounts and maintain a social media editorial calendar and posting schedule.
9. Stay up-to-date with current technologies and trends in social media, design tools, and applications
10. Working knowledge of SEO and Google Analytics and the ability to create an online advertisement
11. Maintain, update, and deliver accurate records and reports of sales and marketing metrics and results of past campaigns.
12. Take part in the creation of new marketing programs and develop materials to support those programs
13. Use customer data to determine changing customer demographics and suggest ideas for expanding our key demographic base

REQUIREMENTS :

1. Bachelor's Degree in Marketing or related field.
2. Prior experience in a customer service environment.
3. Extensive knowledge of current and relevant markets
4. Proficient in analytics and market testing

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5. Solid knowledge of SEO, keyword research and Google Analytics
6. Good understanding of market research techniques, statistical and data analysis methods, and principles.
7. Excellent verbal and written communication skills.
8. Strong public speaking skills.
9. Friendly, approachable, and outgoing personality.
10. A strong understanding of CMS

Note :

1. The person will be reporting to the head of department (Social media manager)

How to Apply

To apply for this position, send your CV and Cover letter to hr@deepafrica.com with the subject starting with **Social Media Marketing Associate Aug 2020**

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