

# Turkey Jobs Expertini®

## Social Media Executive

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Company: SnaPhunt

Location: Turkey

Category: other-general

### The Offer

Opportunity within a company with a solid track record of performance

Work alongside & learn from best in class talent

Flexible working options

### The Job

#### Your responsibilities will include:

#### 1. Social Media Strategy:

Develop and implement comprehensive social media strategies aligned with company goals.

Conduct market research to identify trends and opportunities for growth.

Collaborate with cross-functional teams to ensure consistent brand messaging.

#### 2. Content Creation:

Produce high-quality and engaging social media content with a focus on travel and food videos.

Use your creative skills to craft visually appealing and shareable content.

Ensure content aligns with the company's brand identity and resonates with the target

audience.

### **3. Scheduling and Management:**

Plan and schedule social media posts across platforms to optimise reach and engagement.

Monitor and respond to audience interactions, comments, and messages.

Implement best practices for each platform to maximise organic growth.

### **4. Analytics and Reporting:**

Track and analyse social media performance metrics.

Provide regular reports on key performance indicators (KPIs) and insights.

Adjust strategies based on data-driven results to continuously improve performance.

### **5. Growth and Community Building:**

Actively work on growing our social media communities and fostering engagement.

Collaborate with influencers and partners to expand our reach and audience.

Stay updated on industry trends and emerging social media platforms.

## **The Profile**

### **Qualifications and Experience**

The ideal candidate will have:

A minimum of 1 year of experience in a social media/digital marketing role.

Demonstrated ability to create high-quality travel and food videos.

Proficiency in video editing tools and software.

Strong understanding of social media platforms, trends, and best practices.

Proven track record of developing and implementing successful social media strategies.

## **The Employer**

Our client is a digital media company that owns several influential websites, including Ireland Before You Die and Meanwhile in Ireland

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