

Social Media Executive

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Company: Emerald Green Media

Location: Algeria

Category: other-general

Emerald Green Media Ltd is a digital media company that owns several influential websites, including Ireland Before You Die and Meanwhile in Ireland.

These websites began as far back as 2014, but Emerald Green Media was founded in 2019 to bring them all under one company.

Ireland Before You Die (IB4UD) is our main website, and it is Ireland's most popular independent travel and culture website.

Meanwhile in Ireland is one of Ireland's biggest culture and satirical news websites.

We are recruiting a Social Media Executive to work remotely with our team. The successful candidate will work closely with our team on an exciting mix of projects spanning a variety of digital channels.

If you have a passion for creating engaging content, a keen eye for strategy, and a flair for making captivating travel and food videos, we want you to join our team.

The Role

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.

Ideal 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.

What's on Offer?

Opportunity within a company with a solid track record of performance

Work alongside & learn from best in class talent

Flexible working options

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