

Social Media Strategist

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Company: Glow Digital

Location: Bangkok

Category: other-general

Join our agency Glow Digital ! We are on the hunt for a dynamic Social Media Strategist who thrives in a collaborative environment. Dive into a role where your creativity meets analytics, and your strategies come to life across various social media platforms. Why us? You will become a key player in our tight-knit team where your ideas matter. We all wear many hats, offering multiple opportunities for learning and development. A supportive environment free from office politics, where teamwork paves the way for collective success. An opportunity to work with many amazing brands across different industries, from innovative startups to some of the biggest Thai companies. Freedom to work from home at least two days a week after your probation. Ideal office location in bustling Phrom Phong. What will you be doing? Creating high-quality original content for our clients' social media platforms including Facebook, Instagram, TikTok, Line OA. Planning and executing social media marketing campaigns that align with our clients' broader marketing objectives. Analysing data to gain insights into content performance, audience behaviour, and campaign effectiveness, identifying what works and what doesn't. Identifying and collaborating with influencers or brand advocates to expand reach and credibility on social media platforms. Preparing detailed reports for clients, showcasing the results of social media efforts, insights gained, and recommendations for future strategies. Preparing presentations and pitching to potential clients, highlighting our agency's expertise and the value we can bring to their social media campaigns. Requirements 2-3 years of prior experience in a similar role. Thai national. Fluent English. Excellent knowledge of social media platforms including Facebook, Instagram, Line OA, TikTok. Knowledgeable about web traffic metrics. Highly organised and detailed

individual with strong project management skills.Excellent communications skills, with a proven ability to build relationships with both internal and external stakeholders.

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