

Head of Social Strategist

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Company: JAC Recruitment

Location: Thailand

Category: other-general

Key Responsibilities :

Create a strong online presence for our clients to increase brand recognition and give them statistics each month on concrete results for their growth.

Control the campaign's finances, authorizations, and reconciliation procedure.

Examine research data, media/marketing information, issues, reports, information, and the following processes for implementing changes to clients to better serve clients' market rivals.

Track and evaluate ongoing campaign performance with aid from campaign strategy analysis.

Work closely with cross-functional leads to identify project opportunities, compile requirements, conduct supporting research and analysis, and draft campaign strategy outlines. This will allow you to move forward with a sales pitch, imaginative ideas and executions, and persuade clients of your ideas.

Manage KOLs with your guidelines and directly with the team by supervising team members to manage data research, data analysis, and plan ideas to implementation.

Create contingency plans and proactively manage cross-functional interdependencies and risks to ensure the timely and successful completion of projects.

Identify and implement best practices for media planning, media buying, and social media.

Work with teams to produce world-class social media campaigns

Help team members develop into top-notch social media planners and content producers by giving them guidance, nurturing, and training.

Manage and QA graphic production for community management, social copy, and calendars.

Define strategic plans and comprehensive social media and outreach marketing ideas in collaboration with teams and clients.

Be familiar with and have experience using online media and social listening technologies.

Actively produce training materials to fill in any gaps and collaborate with management to improve team skill-upgrading.

Qualifications:

Education: business, marketing, public relations, or a closely related subject of study

7+ years of experience in social media marketing and digital marketing, or a strong interest in these fields

Excellent writing, editing, presenting, and communication abilities are a bonus.

An advantage would be having a thorough understanding of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media best practices.

Proven expertise in social networking and social analytics technologies

An understanding of main marketing channels as well as online marketing

Knowledge in web design and publishing is advantageous.

Proficient written and verbal communication skills in the local language as well as in English.

Experience with startups or agencies is a plus.

Experience with digital marketing or product expertise is a bonus.

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