

Community / Social Media Manager

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Company: RENS Properties

Location: Lekki

Category: other-general

As a Social Media & Community Manager at RENS, you will play a pivotal role in enhancing our brand presence, engaging our audience, and driving business growth through strategic social media management and community building efforts.

Key Responsibilities:

- Develop and execute comprehensive social media strategies aligned with the company's goals and target audience.
- Manage all social media platforms.
- Create compelling content (graphics, videos, and written posts) showcasing our properties, services, and industry expertise.
- Monitor social media channels for trends, feedback, and conversations relevant to our brand, promptly responding to inquiries, comments, and messages.
- Grow our social media following and increase audience engagement through organic and paid strategies, leveraging insights and analytics to optimize performance.
- Collaborate with the marketing team to integrate social media campaigns with broader marketing initiatives, ensuring consistency across all channels.
- Plan and execute social media advertising campaigns to generate leads and drive conversions.
- Stay abreast of the latest trends, tools, and best practices in social media marketing and community management, implementing innovative strategies to stay ahead of the

competition.

- Monitor competitors' social media activities and industry trends to identify opportunities for differentiation and improvement.
- Organize and participate in community events, both online and offline, to strengthen relationships with existing clients and attract new prospects.
- Generate regular reports on key metrics, providing insights and recommendations for continuous improvement.

Qualifications:

- Proven experience in social media and community management, preferably in the real estate or related industry.
- Strong understanding of social media platforms, analytics tools, and advertising techniques.
- Excellent written and verbal communication skills, with a keen eye for detail and creativity.
- Self-driven and Ability to multitask and prioritize tasks in a fast-paced environment.
- Strong analytical skills and proficiency in interpreting social media metrics to drive strategic decisions.
- Familiarity with photography, videography, and design tools with Video and Images editing skills.
- Bachelor's degree in Marketing, Communications, or related field.

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