

## Social Media Manager

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Company: SENCE Recruit

Location: lagos

Category: other-general

**Job Overview:** Our client is a prestigious luxury fashion retail brand renowned for its exquisite collections in sports, footwear, and accessories. With a legacy of craftsmanship and innovation, they stand at the forefront of the industry, captivating global audiences with their iconic designs and unparalleled quality. As they continue to expand their digital presence, they are seeking a dynamic and talented Social Media Manager who is a passionate storyteller. This individual will play a pivotal role in shaping their brand's online identity and fostering meaningful connections with their audience across various social media platforms.

**Responsibilities:** Craft and execute a comprehensive social media strategy to elevate the brand's online presence and foster engagement aligned with the organisation's vision. Create compelling, high-quality content across diverse channels, including blog posts, articles, email newsletters, website copy, and visually stunning social media posts. Maintain and curate the brand's social media platforms, ensuring consistency in messaging and reflecting our distinct brand identity. Stay abreast of social media trends, industry insights, and competitor activities to seize opportunities for impactful content creation. Monitor the performance of social media content and marketing initiatives using relevant analytics tools, leveraging insights to optimize strategy. Cultivate meaningful relationships with their online community, promptly responding to comments and messages while fostering genuine connections with our followers. Identify and capitalise on collaboration opportunities, including guest blogging and influencer partnerships, to expand the brand's reach. Foster and nurture relationships with a network of content creators to enhance the brand's digital footprint. Collaborate closely with cross-functional teams, including PR, marketing, and

customer service, to ensure alignment and consistency in brand messaging across all touchpoints. Continuously evaluate social platform performance metrics, identifying areas for growth and refinement to enhance overall social media strategy effectiveness. Infuse creativity and storytelling prowess into every aspect of social media content creation, tailored to resonate with each unique social channel's audience. Maintain meticulous oversight of the social content calendar, ensuring timely execution and alignment with overarching brand objectives.

**Requirements**

A genuine passion for Fashion. Minimum of 2 years with demonstrated success managing social media accounts, and a strong portfolio showcasing exceptional content creation skills. Innate love for social media and creative content, coupled with a keen interest in storytelling and evolving trends. Deep understanding of the luxury consumer landscape and familiarity with marketing within the fashion or lifestyle sectors. Driven by ambition and hungry for professional growth and success. Data-driven mindset, adept at leveraging analytics to inform strategic decision-making. Proven ability to work autonomously and thrive in fast-paced, deadline-driven environments. Proficiency in content management systems (CMS) and social media management tools. Track record of devising and executing strategic plans with creative flair. Comprehensive knowledge of all social media platforms and scheduling tools. Exceptional copywriting skills and experience with asset creation and video editing software. Impeccable organizational skills, acute attention to detail, and adept prioritisation abilities.

### 1-3 years

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