

Nigeria Jobs Expertini®

Social Media Specialist

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Company: PALMPAY LIMITED

Location: Ikeja

Category: business-and-financial-operations

PALMPAY is a pan-African Fintech company currently operating in Nigeria, Ghana, Kenya, Uganda, Egypt, Cote d'Ivoire and Tanzania and expanding to other markets this year. We provide innovative digital payment solutions that empower individuals and businesses to thrive in a fast-paced, digital world.

POSITION OVERVIEW We are seeking a highly skilled and creative Social Media Executive to join our Marketing team. The Social Media Executive will play a critical role in ensuring the accuracy and integrity of all Our Social Platforms. This role is instrumental in maintaining Our brand and providing valuable insights to support decision-making processes.

Responsibilities:

- Running company daily social media pages, posts and campaigns.
- Formulating high-quality novel written and visual content for each social media campaign.
- Must be conversant with social media platforms e.g. Facebook, Twitter, Instagram, YouTube and TikTok.
- Building a social media presence by maintaining a solid online presence.
- Creative writing for social media platforms to design content calendars, design copy and Post captions.
- Build community of social media followers that constantly engage with the brand and Create organic/viral conversations through brand account.
- Monitoring the company's brand on social media and delivering reports within sights on
- Help team achieve campaign goals with team support tasks and brain storms.
- Build brand awareness by engaging in relevant trending topics and suggesting ways the Brand can capitalize on such.
- Managing our online communities to ensure respectful and appropriate engagement.
- Responding to comments on each brand accounts and escalating to customer service.
- Overseeing customer service provided via social media.
- Support marketing team with content creation for social media at

events and official functions. Requirements: Social media marketing experience. Experience developing social media strategies. Experience working with and developing a marketing plan. Ability to develop the right voice for each social media platform. Proven ability to build social media communities. Understanding of graphic design principles. Excellent research, organizational, and time management skills. Powered by JazzHR

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