

# Social Media Marketing Specialist

**Location:** East Rand  
**Reference:** #CAW005571/CH  
**Company:** [SydSen Recruit](#)

Our client is on the hunt for an experienced social media marketing specialist!

As a social media marketing specialist, you'll play a crucial role in elevating the company's brand presence across various social media platforms.

## Here's what you'll be doing:

- **Optimise social media campaigns:** Utilise your expertise to create and fine-tune social media campaigns that resonates with their target audience, drive engagement and achieve business objectives.
- **Manage ad spend budget:** Take ownership of ad spend budget across different social media platforms, ensuring efficient allocation to maximise ROI and achieve campaign goals.
- **Strategise posting and ad creation:** Develop innovative strategies for content creation, posting schedules and ad campaigns that captivates audience and aligns with the brand voice and objectives.
- **Performance reporting:** Dive into analytics to track and analyse the performance of social media pages and campaigns. Provide insightful reports and recommendations to continuously improve strategies and results.

## Requirements:

- Proven experience in social media marketing, with a strong understanding of platforms like Facebook, Instagram, Twitter, LinkedIn, etc.
- Proficiency in data analysis and reporting tools to measure campaign performance.
- Excellent communication skills and ability to collaborate effectively.
- Creative mindset with a knack for crafting engaging content and compelling ad copy.
- Bachelor's degree in marketing, communications, or related field preferred.

If you're ready to take your social media marketing career to the next level and make a real difference, apply now!

Please note only candidates with the required experience will be contacted and considered. If you are not contacted within 14 days, kindly consider your application unsuccessful.

**Apply now!**

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