https://www.mirabilis.ai/job/social-media-specialist/

Social Media Specialist

Hiring organization
Mirabilis

Employment Type
Full-time, Part-time, Temporary, Intern

Job Location
Montreal, Quebec, Canada
Remote work from: Canada

Date posted
October 30, 2024

Valid through
31.12.2024

Description

We are seeking a talented and creative Social Media Specialist to join our marketing team. The ideal candidate will be responsible for developing and implementing our social media strategy to increase our online presence and improve our marketing and sales efforts. You will be working closely with the executive team to create engaging content, monitor social media channels, and analyze performance metrics.

Responsibilities

- Develop, implement, and manage our social media strategy.
- Create, curate, and publish engaging content across various social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram).
- Monitor and respond to social media interactions, comments, and messages.
- Analyze social media metrics and generate reports to measure the success of campaigns.
- Stay up-to-date with the latest social media best practices and technologies.
- Collaborate with other departments to ensure brand consistency.
- Identify and engage with influencers and potential brand ambassadors.
- Plan and execute social media advertising campaigns.

Qualifications

- Proven experience as a Social Media Specialist or similar role.
- Excellent knowledge of social media platforms and best practices.
- Strong writing, editing, and communication skills.
- Ability to create visually appealing content (graphics, videos, etc.).
- Familiarity with social media analytics tools (e.g., Hootsuite, Google Analytics).
- Creative mindset with the ability to think outside the box.
- Strong organizational and multitasking skills.
- Bachelor’s degree in Marketing, Communications, or a related field is preferre
- You need to be in Canada.

Job Benefits

- Competitive salary and benefits package.
- Opportunity to work with a talented and passionate team.
- Flexible working hours and remote work options.
- Professional development and growth opportunities.
- A collaborative and inclusive work environment.