



SOCIAL MEDIA MANAGER JOB VACANCY

KISS FM is looking for a qualified candidate to fill this full-time position. The Social Media Manager will administer the company's social media, web & mobile app platforms.

Duties include:

- Administrate the creation and publishing of relevant, original, high-quality content.
- Create a regular publishing schedule.
- Promote content through social advertising.
- Manage social media marketing campaigns and day-to-day activities including:
- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and text).
- Monitor, listen and respond to users
- Develop and expand the online community
- Oversee design of social media pages
- Design, create and manage promotions and Social ad campaigns.
- Manage web sites and mobile apps
- Analyse and compile reports for management showing results
- Become an advocate for the company in social media spaces, engaging in dialogue and answering questions where appropriate.
- Monitor trends in social media tools, applications, channels, design and strategy.

QUALIFICATIONS AND EXPERIENCE

The qualified candidate must have the following skills/experience:

- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, TikTok, Snapchat, Wordpress etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Displays ability to effectively communicate information and ideas in written and video format.
- Previous experience as a social media manager
- Graphic Design skills will be an advantage in this role

All applications should be submitted to jobs@kissfm.rw by 7th July 2023.