

Job title: Paid Media Specialist

Location: 100% Remote

Type: Full-time-Part time

Omunix International, the Omunix Argentina franchise, is a talent search company dedicated to connecting talented individuals in Argentina with exciting digital job opportunities in Europe and the United States.

As a Social Media Specialist, you will be responsible for developing and executing social media marketing strategies to increase brand visibility, engage with the audience, and generate leads or conversions. You will work closely with marketing and communications teams to create compelling and relevant content, manage the online community, and measure the performance of social media activities.

[Brief company description]

Key responsibilities:

- Develop and implement content strategies for different social media platforms, including Facebook, Instagram, Twitter, LinkedIn, etc., with the aim of increasing user engagement, brand visibility, and website traffic.
- Create and publish original and engaging content, including organic posts, images, videos, stories, and paid ads, that resonate with the target audience and reflect the brand identity.
- Manage company social media accounts, including scheduling posts, responding to comments and messages, community moderation, and reputation management, maintaining a consistent voice and positive brand image.
- Collaborate with internal and external teams, such as graphic design, content, SEO, and advertising, to develop creative content and coordinate integrated campaigns across all digital platforms.
- Perform social media performance analysis to evaluate the impact and effectiveness of content strategies, identify trends and improvement opportunities, and provide recommendations to optimize performance.
- Stay updated on the latest trends and tools in social media, as well as changes in platform algorithms and policies, to proactively adapt social media strategies and seize new opportunities.

Requirements:

- Previous experience in social media management, preferably in a digital marketing, communications, or public relations environment.
- Deep knowledge of major social media platforms and their features, as well as social media management and analytics tools, such as Hootsuite, Buffer, Sprout Social, etc.
- Strong writing and communication skills, with the ability to create compelling and persuasive content tailored to different platforms and audiences.

- Ability to manage multiple social media accounts and work effectively in a fast-paced and dynamic environment.
- Excellent organizational skills and attention to detail, with the ability to prioritize tasks and meet tight deadlines.
- Creativity and strategic thinking, with the ability to generate innovative ideas and execute them effectively.

Benefits:

- Competitive salary and performance bonuses.
- Opportunity to work in a dynamic and fast-paced environment.
- Professional development opportunities.
- Flexible work arrangements.
- A supportive and collaborative team culture.