



Al Modon Social Media Manager JD

Location

Beirut - Lebanon

Summary

We are looking for motivated self-starter that thrives in an environment of collaboration and openness.

You will lead the content strategy for online and social media platforms including websites Facebook, Twitter, Instagram, YouTube, LinkedIn & Instant Messaging apps. Based in Beirut, Lebanon, you will be brimming with fan-centric ideas, have a knack for words and able to interpret analytical data in a heartbeat. You will manage social media accounts and collaborate closely with Creative and Marketing agencies.

Key Responsibilities

- Collaborate closely with various team in Al Modon including Journalists, Editors and producers to ensure brand/campaign consistency and maximise Al Modon's position in the Lebanese Market and the region.
- Manage the digital content team and lead digital content marketing strategy to grow multi-platform content, audiences and engagement on Al Modon's editorial website and social media accounts.
- Responsible for revenue targets through video monetisation efforts across social media channels and websites.
- Collaborate with agencies and internal departments to curate, develop and publish content.
- Research competitors, keep up with the latest trends, and look into industry benchmarks.
- Recommend and implement initiatives to develop brand awareness and promote content – such as events, KOL programs, contests, and more.
- Ensure timely management of community responses.
- Create unique, engaging, and shareable content and cultivate fast-growing new communities and existing communities through different social media platforms.
- Lead the content team in identifying new content types and innovative ways that help us reach and serve new audiences

- Use web analytical tools such as Google Analytics, and Facebook Insights to monitor and evaluate the company's social media presence and performance
- Prepare regular reports on social media marketing efforts

Requirements

- 8 years' experience in media, public relations, communications, marketing, or a related field
- Passionate about news and media industry.
- Fast thinker, creative, innovative, with experience in collaborating with agencies to satisfy demanding business needs.
- Possess excellent skills in producing succinct, intelligent, creative, and persuasive content that drives traffic and followership on online and social media platforms.
- Proven track record in successful community management.
- Understands data and able to track engagement that drove specific user actions and business objectives.
- Familiar with social media trends and highly engaged on social media platforms.
- Adept in content management systems.
- Meticulous and equipped with strong time management skills.
- Ability to multi-task under tight timelines and pressure.
- **Excellent communication (verbal and written) and presentation skills in Arabic,** English and fluency in one or more languages is a big plus
- Strong collaborator and able work cross functionally and build relationships inside and outside the organization
- Be highly astute and ability to make smart decisions, even when faced with ambiguity

Please send a clear copy of your CV/resume in word or pdf format to career@almodon.com mentioning the job title in subject.