

Sari Bari

Social Media Manager

The Social Media Manager is responsible for creating high-quality print and digital graphics, and engaging content to support Sari Bari's marketing, outreach, public relations, project-specific and communication activities. The ideal candidate is highly-motivated, self-directed, enthusiastic, and possesses a positive, can-do attitude. You must enjoy working in a collaborative and deadline-oriented environment; bring the skills necessary to collaborate and work alongside various individuals; and be open to design input and feedback. This position also requires excellent decision-making, customer service and computer skills,; and the ability to support a wide-range of projects and activities, while consistently producing high-quality product.

The Social Media Manager must be able to set clear objectives and meet them, i.e. Growth of Likes, Reach, Engagement, Leads and Sales. They must collaborate to create compelling and engaging visual content in partnership with solid content to engage customers in the "Sari Bari" brand.

The Social Media manager should listen, respond, ask questions and engage with the Sari Bari audience. With growth and engagement strategies in place, the Social Media manager's job is to convert fans/followers into customers and measure results on a weekly basis.

For supervisory purposes, the Social Media Manager will report to the Creative Director of Sari Bari Private Limited.

Essential Duties

Manage Social Media marketing campaigns and day-to-day activities including:

- Curate relevant content to reach the company's ideal customers.
- Create, curate and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "social" way while cultivating leads and sales.

- Conduct online advocacy and open stream for cross-promotions.
- Develop and expand community and/or blogger outreach efforts.
- Oversee design (i.e. Facebook timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile and blog).
- Design, create and manage promotions and social ad campaigns.
- Compile report for management showing results (ROI).
- Become an advocate for Sari Bari in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics.
- Develop a strategy and implement a proactive process for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Identify threats and opportunities in user-generated content surrounding the business. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans to revise social media campaigns.
- Monitor effective benchmarks (best practices) for measuring the impact of social media campaigns. Analyze, review and report on effectiveness of campaigns to maximize results.

Qualifications and Experience

- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
- Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
- Proficient in content marketing theory and application. Experience in sourcing and managing content development and publishing.
- Exhibits the ability to jump from the creative side of marketing to analytical side - able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, Pinterest etc.), and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Enjoys a working knowledge of the blogging ecosystem relevant to the organization's field.
- Displays ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales relationships, online and off.
- Is a team player with the confidence to take the lead and guide other employees when necessary (i.e. content development, creation and editing of content, and online reputation management).
- Has good technical understanding and can pick up new tools quickly.

- Maintains a working knowledge of SEO principles, including keyword research. Highly knowledgeable in the principles of "Search and Social".
- Possesses functional knowledge and/or personal experience with WordPress.
- Demonstrates winning Social Customer Service techniques. Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

SKILLS AND QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- **Communication skills.** Social Media Managers often work in teams throughout the design process and, therefore, must be effective in communicating with their team members. For example, they may need to give instructions to the Visual Communications Specialist on how the content should be constructed.
- **Computer skills.** They must be able to use graphics editing software (Adobe Illustrator, Photoshop and InDesign).
- **Creativity.** Social Media Managers must think creatively and bring a unique and fresh perspective to Sari Bari's social media marketing .
- **Decision-making skills.** Because Social Media Managers may often work in teams, they are exposed to many ideas. Social Media Managers must be able to decide what ideas to incorporate into their social media marketing strategy.
- **Detail-oriented.** Social Media Managers must have a good eye for small details that can make a social media campaign successful.

COMPUTER SKILLS

The position requires exceptional computer skills, including proficiency in all Adobe Creative Suite (CS6) and MS Office programs. Additional computer program expertise is a plus. Experience using Hootsuite, Facebook, Instagram and Pinterest is a must.

OTHER SPECIAL SKILLS

The position requires excellent problem-solving skills. The Social Media Manager must be a proactive self-starter, who is also self-motivated, creative, and resourceful. They are required to work without guidance; bring fresh and relevant ideas to the table; be committed to continuous process improvement; and produce high-quality work in a demanding and deadline-driven environment.

WORK ENVIRONMENT

The ideal candidate must excel in working within an office environment that requires an extreme amount of flexibility and be able to focus within a sometimes chaotic and noisy environment.

Terms of Engagement:

1. A minimum 1 year commitment
2. Sari Bari has 20 annual set holidays per year. Additionally, short-term staff will be given 3 weeks of annual leave for vacation and visa-related travel.
3. Sari Bari work hours are 10am – 7pm (with 1 hour for lunch), and 1st and 3rd Saturday's 10am – 5pm. Fellows are expected to work a minimum of 30 hours per week. Hours will be set with Direct Report.
4. This is a volunteer position and is self funded.

CRITICAL QUALITIES

- Strong ethic of service and a commitment to the mission of Sari Bari
- Respect and sensitivity towards vulnerable women and families
- Commitment to maintaining knowledge of social and economic issues relevant to women and families vulnerable to exploitation
- Professionalism in demeanor, written, and oral communications
- Cross-cultural competency
- Independent, self-motivated, and has initiative
- Organized, meticulous attention to detail
- Dependable team player
- Commitment to self-care
- Flexibility