

Social Media Coordinator

Main purpose: The CTICC's Corporate Communications team is looking for a social media specialist to join our team. The individual will be responsible for growing the CTICC's social media presence and reputation as a leader in the industry. The role requires a thorough understanding of social media, content management and community management, project management skills and serious attention to detail.

Reporting to: Corporate Communications

Manager **Key responsibilities include:**

- Build and manage the CTICC's social media presence, including Facebook, Twitter, LinkedIn and Instagram profiles, blogs and other relevant social media communities, including online review sites and forums
- Contribute to the development of a social media strategy aligned to the centre's vision and through competitive research, platform determination, benchmarking, messaging and audience identification
- Develop a social editorial calendar and publishing schedule to manage content and implement specific campaigns/conversations.
- Focus on community engagement and the visitor experience. Monitor, listen and respond to comments and questions with immediacy
- Conceptualise image and video content ideas and optimise content for engagement across the social media accounts
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Build own expertise in social media, platforms, news, trends and measurement tools and make recommendations to improve CTICC's reach and engagement
- Promote content through social advertising
- Work with the Marketing team to increase efficacy of social media marketing campaigns
- Implement social media tactics that are aligned to SEO strategies
- Identify threats and opportunities in user-generated content surrounding the company and report notable threats to appropriate management
- Brainstorm and work with other teams to generate content ideas and find ways to promote content
- Set and meet monthly goals for each social media platform.
- Determine and track and relevant KPIs, analyse, review and report performance in an effort to maximise results.
- Research and compile statistics on the company's social audience, as well as competitors across various social media platforms
- Manage implementation and analysis of all online (social) giveaways and competitions



- Identify and improve staff development aspects that would help in the generation of content ideas
- Engage experts and influencers to increase brand reach

Qualifications and experience

- Degree in Marketing or Communications
- Minimum 2 years of relevant experience leveraging social media in a corporate, marketing or brand-building capacity
- Solid working knowledge of SEO
- Well-versed in Facebook, Twitter, Instagram and LinkedIn with at least one years' first-hand experience in community management on these platforms
- Willingness to cover events and work out-of-office hours – being a community manager does involve working some evenings and weekends, especially considering the nature of the centre's work
- Excellent writing and communication skills
- Demonstrated proficiency with Microsoft Office products, blog hosting and other social media tools
- 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)
- Experience in customer-facing operations advantageous
- Must have a solid understanding of the big picture of digital
- Paid media knowledge is advantageous
- A personal presence on at least three social media platforms
- Knowledge of web and social media analytics and ability to interpret analytics to improve performance and for reporting
- Excellent writing skills and strong attention to detail
- Ability to execute multiple tasks under deadline pressure

Kindly submit confidential applications to <https://www.strategy-rm.co.za/cticc/>

Closing date: 27 September 2017

The CTICC is committed to Employment Equity and particularly welcomes applications from suitably qualified Historically Disadvantaged Individuals (HDI's)

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