

FLEXIROAM

Social Media Manager

About Flexiroam

We are Flexiroam. We value honesty, transparency and we hold ourselves to the highest standard of excellence. We recognize that the small things count, and they all add up to make a difference. Our customers get our full attention, and we keep pushing until we deliver the best solution possible.

By joining our team, you are joining our mission to build a world class technology business that connects people and machines everywhere. Surround yourself with highly motivated and passionate people who have an insatiable appetite for global expansion and personal development.

We are looking to recruit a Social Media Manager to own all aspects of the day-to-day relationship with our IoT customers. The role is very customer facing, and also requires coordination and management of cross-functional teams within the business.

Responsibilities:

- Management, planning, and execution of Flexiroam social media platforms, across Facebook, Instagram, TikTok, Twitter and LinkedIn.
- Monitor and proactively increase social traffic, follow growth and engagement performance through both organic and paid marketing.
- Create and review organic social and video content, as well as social campaigns, ensuring traffic and growth targets are met.
- Implement and manage paid social campaigns across multiple platforms when necessary and ability to navigate Ads Manager and optimize campaigns effectively.
- Monitor, engage with comments and reactions and grow online communities through best-practice community management.
- Creating a sales funnel through social networks, warming up the audience for in-app purchases.
- Work with partners and influencers to increase the number of quality subscriptions, as well as increase in-app sales.
- Transform key data into actionable insights for all content stakeholders and assist in managing the social platform relationships (Facebook, Instagram, Pinterest, TiKToK)

What we are looking for:

- 2+ years of professional content curation and social media marketing experience
- Proven track record of growing and retaining social audiences
- Sound knowledge of key tools including Facebook Business, Facebook Ads Manager, Google Analytics, AppsFlyer, CrowdTangle, etc
- Knowledge of the latest social media trends
- An obsession with creating impactful social media and video content
- Paid social experience - specifically optimizing CPCs, lead generation and audience retargeting
- Experience with influencer marketing

Nice To Have

- Design & video editing skills for post creation, photo retouching, and ad banner
- Social video filming and editing skills
- Intermediate skills using Adobe creative suites (Illustrator, Photoshop and Premiere), Figma and/or Canva

If this sounds like you, we would love to hear from you.