

# 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 our Social Media strategy and execution. This role is a combination of data driven decision making and creative input, and will play a huge role in our brand presence.

### Responsibilities:

- Develop and execute our overarching Social Media strategy
- Define Social Media KPIs that define our success
- Development of brand identity, awareness and online reputation
- Manage Social Media campaigns, including copy and creative preparation
- Measure and report on social media campaign performance
- Prepare regular monthly key metrics reporting
- Monitor SEO and user engagement and suggest content optimization
- Develop and execute approach to influencer marketing
- Increase corporate social media presence and engagement

### What we are looking for:

- Expert knowledge of Facebook, Twitter, Instagram and LinkedIn, as well as other platforms to form part of our future landscape
- Track record of increasing brand engagement and awareness through social media
- Deep knowledge of social media algorithms and optimization techniques
- Someone happy to lead and coordinate cross functional teams during campaigns
- Obsession with data, using this as the foundation for key decision making around social media
- Good business writing skills with good organizational and analytical skills
- Strong planning skills and organizational skills

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