

Social Media Executive

Employer & Job Description

PrideInn Azure, a 4-star hotel in Nairobi and a family member of PrideInn Hotels & Resorts is urgently seeking a young, vibrant, multi-talented, innovative, proactive, social media savvy executive to oversee PrideInn Azure Hotel active presence on all social media platforms.

Main Duties & Responsibilities

- To oversees day to day management of all social media platforms.
- Responsible for creation of engaging, creative content and to oversee its distribution across various social media Networks.
- To develop and deliver social media strategy that effortlessly markets and sells hotel products & services to target markets.
- To create social media digital assets (images, gifs, video) that can be used across the social media channels.
- To coordinates all social media messaging and contests
- To audits and analyses social media impact, engagement, following, and other emerging trends
- To conceptualize, design and post gripping social media campaigns per the monthly calender
- To develop smart social media campaigns and strategies in order to achieve assigned targets and KPI's
- To build relationships with key local and international social media influencers
- Provide support to other Marketing Manager and other team members on online promotions and email marketing.
- To monitors and develop reports on competitor activity within social media platform.

Qualification, Skills & Knowledge

- Degree in Marketing, Communication, Journalism, Advertising, Creative Writing, or similar
- -Experience as a Social Media Executive at hotel environment (added advantage)
- -Expert knowledge of all leading social media sites plus -in-depth understanding of the processes surrounding the creation and distribution of paid advertisements
- Familiar with social media traffic analytics and how to aggregate them using appropriate content, methods and strategies.

How to Apply

Send your Cover Letter and updated CV to hrm@prideinnazure.com by 28th Jan 2022