

## Social Media Coordinator

(Ref 20/2019)

The Cape Town International Convention Centre (CTICC) is so much more than just another convention centre. An exceptional centre requires exceptional staff and the culture of the CTICC is one of teamwork, recognition, personal accountability, and service excellence. We understand that it is only our people who make us the success we are and, as a result, we make every effort to ensure that we recruit and retain talented, qualified and enthusiastic leaders, who are team players, able to embrace our values, fit in with our culture and recognise the value of hard work in a dynamic exciting environment.

CTICC

**The 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 and digital marketing, content management and community management, project management skills and serious attention to detail.

**Reporting to the:** Corporate Communications Manager

**Qualifications:**

- Degree in Marketing or Communications
- Minimum 3 years of relevant experience leveraging social media in a corporate, marketing or brand-building capacity

**Skills & Experience:**

- 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
- Excellent writing and communication skills
- Demonstrated proficiency with Microsoft Office products, blog hosting and other social media tools
- Experience in customer-facing operations advantageous
- Must have a solid understanding of the big picture of digital
- Knowledge of web and social media analytics and ability to interpret analytics to improve performance and for reporting
- Attention to detail
- Ability to execute multiple tasks under deadline pressure
- A strong understanding of digital marketing and website engagement



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**Key responsibilities:**

- 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
- Create videos and scripts
- 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

**Personal attributes:** This position would suit an individual who is creative, can juggle multiple responsibilities, handles stress responsibly. The successful candidate will have the ability to build good interpersonal relationships and engage with a variety of stakeholders. We are looking for someone who is eager to learn on the job, has great problem solving skills and importantly, a customer service orientation.

Remuneration will be discussed with the successful candidate. Kindly submit confidential applications to the Human Resources Department on or before **17h00 on the 13 June 2019** via <http://cticc.cloudrecruit.io/> The CTICC is committed to Employment Equity and particularly welcomes applications from suitably qualified previously disadvantaged Individuals. Only shortlisted candidates will be contacted. For more information on the Cape Town International Convention Centre please visit: [www.cticc.co.za](http://www.cticc.co.za)



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