

Manager, Social Media

Full Time

Manager

8 years exp

Hospitality, Marketing / Public Relations

\$5,000 to \$7,000
Monthly

Roles & Responsibilities

We're looking for a passionate and motivated Social Media Manager to drive our strategy in education space. He/she will drive social media strategy and initiatives across education products to support brand awareness, loyalty engagement and revenue generation. The role will report to COO based in Singapore. This role will be based in our Singapore office.

What will I be doing?

This individual must be able to create and drive innovative social marketing and engagement plans for education market. Must be a self – starter with great integrity, enthusiasm and a desire to work in a fast-paced environment. Must be able to work autonomously.

- Drive social media strategy in education space
- Manage TutorFirstClass social media channel strategy and execution including but not limited to Twitter, Line, Instagram, Facebook.
- Manage the relationship with our social media agencies and social media partners.
- Lead TutorFirstClass brand, always on and tactical activations on social media in education space in partnership with brand strategists
- Lead TutorFirstClass's social media influencer strategy and activation
- Lead and manage creative production for TutorFirstClass social media content and campaigns
- Moderate conversations on TutorFirstClass social media channels responding to consumer comments and starting new conversations.

- Work cross-functionally with the brand marketing, enterprise marketing, media planning and performance and insights teams to translate marketing and business objectives into social media strategies and plans.
- Work collaboratively with regional and global social media teams to ensure content and campaign activation efforts are efficient and consistent.
- Monitor, track and analyze social media performance to inform optimization opportunities and report out on business impact.
- Identify new trends and opportunities and lead test & learn initiatives in the market.
- Drive social listening initiatives to inform marketing decisions.
- Be a thought leader and expert on social media and drive internal stakeholder education.

What are we looking for?

The success in this role will demonstrate itself through the following attributes and skills:

- Hands-on and demonstrable experience crafting social media plans and campaigns, from initial brief through to implementation and iteration
- Creativity and eye for detail making sure that our social creatives break through the sea of sameness
- A passion for storytelling through multiple media types
- Proactive self-starter who is comfortable in a fast-moving environment
- High level of understanding of the social media universe as well as social listening tools.
- Experience in social media analytics tools (including listening) and social media content management tools.
- Solid organizational skills, excellent verbal, written, and interpersonal skills, able to calmly and confidently communicate with all levels of the organization and with external parties.
- Accomplished in building positive relationships across a matrixed organization
- Strong ability to collaborate while persuasively selling-in ideas that are not always immediately intuitive
- Be excellent in planning and project execution.
- Experience managing external agencies
- Media planning/buying experience.
- Experience in influencer marketing is preferred

- Highly proficient in developing plans
- Extensive managerial and/or project management experience
- Experience working in a regional team as part of a global organization and collaborating across multiple geographies.
- Passion for education industry
- Passion for social media
- Able to speak in fluent English and Mandarin is an advantage