

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CC-906-2022
Company Name	Liquigas
Industry	Oil & Gas
Vacancy	Social Media Specialist
Number of vacancies for that position	1
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	FT
Major(s)	Marketing or any other related field
Degree	Bachelor or Master
Years of Experience	5 to 7 Years
Location	Zouk
Remuneration & Benefits	TBD
Currency (LBP, Dollar, Lollar)	TBD
Tasks & Responsibilities	<ul style="list-style-type: none"> • Develop, implement and manage the social media strategy in collaboration with the Marketing Manager. • Plan, create and share visually appealing content that builds meaningful customer connections, increases brand awareness, and encourages engagement with the brand. • Stay up to date with the latest social media best practices and technologies. • Create and manage a TikTok corporate account and any new trending platform. • Prepare the content: informative / attractive artwork as well as light / informative / attractive videos for reels / TikTok. • Conduct regular Social Media research and monitor customer engagement in order to constantly optimize content. • Create and deliver analytics reports detailing social reach and engagement monthly and yearly reports.

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| | <ul style="list-style-type: none">• Collaborate with Commercial and Marketing Teams to develop social media campaigns• Measure the success of each social media campaign to refine future campaigns.• Identify key relevant social media influencers in order to boost the content visibility, the audience and engagement with the brand.• Proposing ideas for Marketing Campaigns and CSR. |
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