

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CC-750-2022
Company Name	Karlson Holding – Retail Inc.
Industry	Retail
Vacancy	Junior Community Manager
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT
Major(s)	Business Management/Marketing
Degree	Bachelor Degree
Years of Experience	2 years
Location	Karlson Holding Building, Jal El Dib
Remuneration & Benefits	TBD
Currency (LBP, Dollar, Lollar)	
Tasks & Responsibilities	<p>Main Duties and Responsibilities:</p> <ul style="list-style-type: none"> • Develop, implement and manage our social media strategy to align with business goals. • Handle social media platforms, answering customers questions and provide constructive feedback, • Define most important social media KPIs • Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and written). • Manage and measure the success of every social media campaign • Use social media marketing tools • Monitor SEO and user engagement and suggest content optimization • Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency • Communicate with followers, respond to queries in a timely manner and monitor customer reviews • Oversee social media accounts’ design (e.g. Facebook timeline cover, profile pictures and blog layout) • Suggest and implement new features to develop brand awareness, like promotions and competitions

JOB POSTING REQUEST FORM

- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Set specific objectives and report on ROI
- Perform research on current benchmark trends and audience preferences

Key Skills:

- Bachelor's degree in Marketing or relevant field,
- Minimum 2 years of experience as a Social media manager,
- Fluent in English
- Ability to deliver creative content (text, image and video),
- Familiarity with web design,
- Excellent verbal and written communication skills
- Analytical and multitasking skills.