

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-129-2022
Company Name	Mindfield Digital
Industry	Marketing & Advertising
Vacancy	Social Media Executive
Number of vacancies for that position	
Job Type(FT, PT, Contractual, Seasonal)	Full Time
Major(s)	Marketing
Degree	Bachelor's
Years of Experience	1-4
Location	Beirut (Remote Work)
Remuneration & Benefits	7,000,000 – 12,000,000 (depends on profile)
Currency (LBP, Dollar, Lollar)	LBP (progressive salary scheme)
Tasks& Responsibilities	<ul style="list-style-type: none"> • Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information. • Build and execute calendars based on competitive research, benchmarking, objective and audience identification. • Set up and optimize social media pages within each platform to increase the content visibility. • Stay up-to-date with social media trends as well as the latest digital technologies. • Generate, edit, publish and share daily or weekly content that builds meaningful connections and encourages community members to take action. • Monitor competition constantly on all platforms, check benchmark activities, and conduct qualitative audits. • Assess social media accounts to determine areas for improvement. • Participate in brainstorming

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sessions and build topic calendars before being sent to client.

- Support Social Media Coordinators in their work.
- Make sure the topics are relevant, diverse and serve the objectives set by the strategy.
- Discuss the report sent by the planning team to ensure the recommendations are applied on each account.
- Monitor comments on social platforms and coordinate with the CM team.
- Identify any inquiries/complaints that weren't responded to and report them to the CM on the account.
- Develop roll out plans that coincide with the product release, campaigns, and other brand messages.
- Collaborate with other departments to manage client expectations and ensure that the content remains on strategy.
- Assess the visuals, and check if the copywriting does actually highlight the message the brand is trying to convey.
- Share national/international days and events with the client and recommend days relevant to the brand.
- Maintain a secure database of all login credentials.
- Keep the deadlines in view and complete the work on time.