

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-184-2022
Company Name	Roadster Diner
Industry	Food and Beverage
Vacancy	Social Media Specialist
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT, Contractual
Major(s)	Marketing, Advertising, Communications, or any related field
Degree	BA
Years of Experience	2
Location	Bsalim , Centre Plaza
Remuneration & Benefits	NSSF, Health Insurance, Staff Discount
Currency (LBP, Dollar, Lollar)	LBP
Tasks & Responsibilities	<ul style="list-style-type: none"> • Create a yearly strategic digital plan in alignment with marketing, PR, and the running yearly calendar of both brands • Create, manage, and grow Roadster Diner and Deek Duke's online presence through blogs, Facebook, Instagram, Snapchat, Twitter, Zomato, Trip advisor, and other strategically relevant online platforms (websites and mobile apps). Also, engage our customers with both brands, and build an online community • Work closely and collaboratively with the Marketing Teams on all creative projects (marketing campaigns & activations, social media posts, etc.) • Build relationships with people in the digital community such as bloggers, foodies ... • Assist in planning meetings & pre-tastings for the bloggers and the digital community

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- Attend & cover both brands' live events by taking pictures & posting them on our online platforms
- Identify and develop opportunities and PR connections for both brands in order to be used as resources for public relations.
- Write blog posts, online articles, online newsletters, and material for social media channels & other digital channels (example: Zomato).
- Handle online media buying on all platforms, while ensuring that the budget is used efficiently and effectively, and ROI is guaranteed, in coordination with both Marketing teams and agencies
- Use measurement tools to provide monthly reports for Management on social performance, campaigns, and competitions, and continually find ways to improve on those metrics (traffic, engagement, reach) through new initiatives.
- Research and analyse digital marketing trends, including mobile, and apply insights appropriately to drive business objectives.
- Provide customer support by answering online across all our channels and managing any online feedback.
- Coordinate with the customer service team for major complaints that need to be handled.
- Carry out research to understand what influences customer behavior and understand competitors' trends online.
- Monitor sites for customer service opportunities and initiate conversations on behalf of the brand in order to build a strong reputation with loyal customers.

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- Assist in working on the design of visuals (whether for social media platforms or for corporate communication), ensuring they are in line with the brands' guidelines (using Photoshop and Illustrator).
- Knowledge in digital marketing concepts, strategies and best practices.
- Ability to work well under pressure and to meet tight deadlines.
- Strong analytical skills particularly with regards to reading campaign results, identifying issues, and implementing effective solutions.
- Knowledge in Google analytics, AdWords, and social marketing analytics platforms (Hootsuite, Sprinklr, etc...)