

## JOB POSTING REQUEST FORM

### Job Details

Reference #	CP-237-2022
Company Name	Holmed
Industry	Pharmaceuticals
Vacancy	Digital Marketing Specialist
Job Type( <i>FT, PT, Contractual, Seasonal</i> )	Full-time
Major(s)	Business Administration concentration on Marketing
Degree	Bachelor , Masters is a plus
Years of Experience	1-4 years
Location	Beirut
Remuneration & Benefits	-
Currency (LBP, Dollar, Lollar)	-
Tasks& Responsibilities	<ul style="list-style-type: none"> <li>• Developing social media strategies and validating them with Marcom Manager</li> <li>• Setting yearly social media budgets that include boosting, sponsoring, and identified incentives</li> <li>• Handling specific accounts in terms of websites from content management to back office, module, and feature updates, and keeping track on latest trends</li> <li>• Handling websites' development requests (full website, mini website, landing page etc.), and coordinating with third parties</li> <li>• Maintaining specific accounts presence on social media platforms, from content calendar, activities, posts, analytics, and performance...</li> <li>• Creating newsletter for accounts through outsourced specific engines and generating reports</li> <li>• Creating monthly work plans from content to types and scheduling of posts, confirming them with Marcom Manager, and sending them to Graphic Design team on the third Monday of</li> </ul>

## JOB POSTING REQUEST FORM

every month

- Building an audience on social media through campaigns, updates, ads, and competitions
- Monitoring actively specific accounts online reputation by checking and responding to users' comments on all platform within a maximum of 24 hours
- Connecting with bloggers
- Creating and determining innovative content and getting prior approval
- Utilizing SEO through several analytical websites, example: google analytics ...
- Analyzing social media trends and their impact on the organization before adopting them from Marcom Manager
- Generating monthly, quarterly, and yearly statistics, reports and analysis on the websites and social media platforms
- Differentiating, keeping up-to-date and testing the features of major social media platforms (number of characters, type of posts, size of posts ...)
- Distinguishing between the type of content that should be placed in each post (fun, sarcasm, seriousness, wittiness, ...)
- Monitoring and analyzing the activity of specific accounts' competitors on social media and website
- Staying connected and being aware of what people are talking about online, what's trending
- Coordinating and collaborating with different internal business units
- Covering events, gatherings and workshops live on social media
- Helping with surveys, web page design and research when needed
- Creating, scheduling, and posting monthly work plans for the Digital

## JOB POSTING REQUEST FORM

Signage (News, Videos, Announcements, Greeting, etc.) after confirming with the Marcom Manager

- Managing and creating plans for MDF (market development funds) activities
- Attending portal-related trainings with vendors and company representatives' activities
- Coordinating with relative parties to obtain POFs (proof of funds), when needed
- Working according to the Marcom department's preset workflows and standard operating procedures activities