

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-451-2021
Company Name	Impresario Live
Industry	International Entertainment and Events
Vacancy	Digital Marketing- Social Media Strategist
Job Type <i>(FT, PT, Contractual, Seasonal)</i>	Full- Time
Major(s)	Marketing, Media and Communication, relevant majors
Degree	Bachelor
Years of Experience	Minimum 3 years
Location	Beirut, Lebanon
Remuneration & Benefits	N/A
Tasks & Responsibilities	<ul style="list-style-type: none"> • Support the marketing department's initiatives with the planning, executing, and tracking of marketing programs such as email, event, social media, or content marketing • Independently coordinate marketing and community events, including overseeing logistics, managing registrations, coordinating with vendors, creating itineraries, and ordering marketing collateral • Coordinate product, event, or content email marketing campaigns, including copy, scheduling, testing, and database management • Create, proofread, and edit copy for various marketing channels, ensuring consistent voice • Assist with developing and managing content and social media marketing programs, including blogs and public relations efforts • Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports • Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs, and to ensure competitiveness • Conduct market research and identify trends