

Social Media and Community Manager

Remuneration:	R16000 - R23000 per month basic salary
Location:	Weltevreden Park, Constantia Park
Remote work:	Some remote work allowed
Education level:	Diploma
Job level:	Junior/Mid
Own transport required:	Yes
Travel requirement:	Occasional
Type:	Permanent
Company:	Io Media (PTY) Ltd

Our integrated media agency is seeking a dynamic and creative individual to join our team as a social media community manager. As a community manager, you will be responsible for building and engaging our online community across various media platforms for leading brands in the health and wellness space.

Your role will involve executing effective social media strategies, fostering meaningful connections with audiences and ensuring a positive online presence. If you have a passion for social media, excellent communication skills and a love for wellness and fitness, this position will be well suited.

For an individual who wants to grow their career in digital media, you will gain exposure to all areas of marketing and brand management, with the support of a creative and strong management team. This position offers vertical growth in a career for marketing management, content creation or digital strategist. As an integrated agency servicing established retail brands, candidates are able to build a strong portfolio.

Responsibilities:

- Implementing social media strategy - assist brand managers in executing comprehensive social media strategies aligned with our client's brand objectives.
- Community engagement - engage with the online community by responding to comments, messages and mentions across a variety of social media platforms.
- Brand advocacy - promote brand values, products and services while maintaining a consistent brand voice and tone across all social media platforms.
- Audience growth - drive community growth by implementing strategies to increase followers, likes, shares and overall engagement on social media.
- Monitoring and analytics - monitor social media platforms for trends, discussions and mentions related to our brand and industry. Analyse and report on key metrics to optimise performance and identify areas for improvement.
- Social listening - monitor and report on customer feedback, sentiments and conversations to inform marketing strategies, identify opportunities and address customer concerns.
- Collaborations and partnerships - identify and collaborate with influencers, brand ambassadors and strategic partners to amplify our brand's reach and engage with relevant communities

Required:

- Accreditation in marketing, communications, or a related field (preferred).
- Proven experience as a social media community manager or similar role (min one year).

- Comprehensive understanding of social media platforms and best practices.
- Strong written and verbal communication skills, with exceptional attention to detail.
- Ability to converse with different target audiences and adapt the brand voice accordingly.
- Proficiency in using social media management tools and analytics platforms.
- Experience in community engagement, customer support, or public relations is a plus.
- Ability to work independently and manage multiple tasks and priorities effectively.
- Creative thinking and problem-solving skills.
- Familiarity with current trends in digital marketing and social media advertising.

Please do not apply if you have not worked in social media, public relations, marketing, journalism or communications.

Posted on 24 Apr 08:47, Closing date 22 Jun

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Nicola Fairweather
info@ioagency.co

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