

## Social Media Manager

### About Brulee

A fast-growing digital publishing company, established by online advertising veterans, focused at creating and managing premium publisher sites. Company has offices in Tel-Aviv and Emek Hefer.

### Job Brief

We are looking for a talented Social media manager to administer our social media accounts. You will be responsible for creating original content (articles, meme, texts, images), managing posts and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals.

As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills, creative mind and good know-how on creating social digital elements and be able to express our company's views creatively. Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

### Your Responsibilities

- Perform research on current benchmark trends and audience preferences
- Build, implement and lead our social media strategy to align with business goals
- Set specific objectives and report on user engagement and ROI
- Hands-on management of social posts and communicating with our audience using automated publishing tools
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor web traffic metrics
- Develop and build Facebook influencers Network
- Collaborate with marketing team to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness
- Stay up-to-date with current technologies and trends in social media

**Our Requirements**

- Mother-tongue level English (dah..)
- Analytic mind-set (cares about HOW more than the WHY)
- Fast learner (for real; if you aren't - don't even apply)
- Multitasking skills (so you can do everything, now)
- Hands-on experience with Facebook Pages and Facebook Audience Management (so you'd know what we talk about)
- Excellent copywriting skills (this is what you need to do, after all)
- Ability to deliver creative content (text, image and video – just no selfies please)
- Excellent communication skills (we are social people – we talk a lot)
- Familiarity with basic web design (to help bring your creativity outside)
- Advantages (that can get you very far):
  - Good knowledge of Google Analytics
  - Knowledge of online marketing channels
  - Work experience as a Social media manager
  - Hands on experience in content management

**Think you are the right person?**

Please send your CV to [jobs@bruleemedia.com](mailto:jobs@bruleemedia.com)