



SMM, 28000 грн.

📍 Київ, 🕒 1 липня
2024

Компанія: [Sociala](https://jobs.ua/company/id/1636529) (https://jobs.ua/company/id/1636529) ([Всі вакансії](#))

Рубрики: [IT, WEB фахівці](#), [Реклама, маркетинг, PR](#)

Побажання до співробітника

Освіта: повна вища
Досвід роботи: від двох років
Графік роботи: повний робочий день

Опис вакансії

Responsibilities:

- Participation in development and execution of communication strategy on SMM,
- Development and execution of promotion strategy on social networks,
- Planning, launching, and optimizing advertising campaigns (including Facebook, Instagram. Experience with TikTok will be a strong advantage);
- Analysis of the target audience, selection of creatives, and testing of advertising messages;
- Budgeting and management of advertising campaign budgets;
- Monitoring and analysis of advertising campaign results, adaptation of strategies based on the data received;
- Content creation and publication, community management in social networks, interaction with the audience;
- Development of a content plan, writing posts, and setting technical briefs for the designer;
- Analysis of trends and their integration into the promotion strategy.

Requirements:

- Experience in SMM for at least 2 years;
- Solid knowledge of targeting and advertising campaign management tools and platforms;
- Experience with analytical tools and ability to analyze large volumes of data;
- Skills in budgeting and managing advertising budgets, ability to optimize expenses and increase advertising efficiency;
- Creativity, independence, responsibility, and a high level of organizational skills;
- Good communication skills and ability to work in a team;
- Proficiency in English.

We offer:

- Remote work with a flexible schedule;
- Competitive salary, discussed based on interview results;
- Opportunities for professional growth and development in a dynamically developing company;

- Opportunity to implement your ideas into projects.

Контактна інформація

Контактна особа: HalynaLubochkova