



Job Description: Social Media Strategist

Company Overview: Riithink is a dynamic and innovative marketing agency specializing in creating impactful digital strategies for our diverse range of clients. We are on the lookout for a talented and passionate Social Media Strategist to join our team and drive our clients' social media presence to new heights. If you have a proven track record of developing successful social content strategies, managing various platforms, and excelling in social media advertising, we want to hear from you.

Position: Social Media Strategist **Location:** Remote.

Job Overview: As a Social Media Strategist, you will be responsible for developing and implementing comprehensive social content strategies, managing multiple social media platforms, and executing effective social media advertising campaigns across LinkedIn, Meta (formerly Facebook), X (formerly Twitter), YouTube, Instagram, TikTok, and more. Your creative prowess, analytical mindset, and in-depth understanding of social media trends will drive engagement, brand awareness, and lead generation for our clients.

Responsibilities:

- **Social Content Strategy:** Develop and execute innovative social content strategies aligned with clients' brand identities and business objectives. Collaborate with clients and internal teams to conceptualize, create, and curate engaging and relevant content that resonates with target audiences.
- **Platform Management:** Manage and oversee social media presence on various platforms, including LinkedIn, Meta, Twitter, YouTube, Instagram, and TikTok. Cultivate a strong online community, while looking at trends and evaluating social listening and engagement tactics.
- **Social Media Advertising:** Plan, create, and manage social media advertising campaigns across platforms to drive lead generation, brand visibility, and conversions. Optimize campaigns through A/B testing, audience segmentation, and data analysis to achieve optimal results.
- **Analytics and Reporting:** Monitor key performance indicators (KPIs) for each social media channel and campaign. Provide insightful data-driven reports to clients, showcasing the effectiveness of strategies and suggesting improvements for future campaigns.
- **Trend and Platform Research:** Stay up-to-date with the latest social media trends, algorithm updates, and emerging platforms. Recommend innovative approaches to leverage new opportunities and technologies.

- Collaboration: Work closely with cross-functional teams, including graphic designers, content creators, and account managers, to ensure cohesive brand messaging and a unified marketing strategy.
- Client Communication: Maintain strong communication with clients, providing regular updates, discussing strategy revisions, and addressing their questions and concerns promptly.

Qualifications:

- Degree and or 3 years of experience minimum in Marketing, Communications, Business, or a related field.
- Proven portfolio of experience in social media strategy development and management for various platforms, including LinkedIn, Meta, Facebook, X (formerly known as Twitter), YouTube, Instagram, and TikTok.
- Demonstrable expertise in creating and executing successful social media advertising campaigns.
- Proficiency in social media management and analytics tools.
- Strong understanding of SEO, content optimization, and digital marketing trends.
- Excellent written and verbal communication skills.
- Creative mindset with a keen eye for design aesthetics and visual storytelling.
- Data-driven and analytical approach to campaign optimization and strategy refinement.
- Ability to work independently, manage multiple tasks, and meet deadlines in a fast-paced environment.
- A passion for staying up-to-date with industry trends and emerging platforms.

Perks and Benefits:

- Competitive salary and performance-based incentives.
- Health Benefits.
- Opportunities for professional growth and development.
- Collaborative and supportive work environment.

If you are a forward-thinking social media expert with a knack for strategic thinking and a passion for driving digital success, we invite you to apply for the Social Media Strategist role at riithink.com. Join our team and make a meaningful impact on the digital landscape for our clients.