

Job Description: Social Media Executive, The Killarney Park and Ross Hotels

Job Title: Social Media Executive

Reports to: Digital Marketing Manager & Director of Sales & Marketing at The Killarney Park and The Ross

Overview

Our Marketing department is looking for an enthusiastic individual to join our team as a Social Media Executive. As a Social Media Executive, you will be responsible for maintaining our company's social media platforms and developing engaging and effective social media strategies. You will create captivating content, schedule posts, and engage with followers to increase brand awareness and achieve our social media goals. Additionally, you will oversee social media campaigns, monitor user engagement, analyse feedback, and stay up-to-date with the latest social media advertising efforts and goals. We are seeking someone with extraordinary communication and presentation skills, a strategic mindset, and the ability to pay close attention to detail. If you are ready to take on these responsibilities as a Social Media Executive, we would love to meet you.

Responsibilities

- Develop engaging and effective social media strategies to achieve specific goals, such as driving website traffic and increasing brand awareness.
- Manage and maintain the social media platforms of The Killarney Park and The Ross hotels.
- Schedule social media posts on a regular basis to ensure consistent content creation.
- Engage followers with regular company updates and effectively respond to comments and inquiries on social media.
- Create brand awareness and capture audience attention through compelling content.
- Oversee social media teamwork and coordinate with other team members.
- Create and manage paid social media campaigns for advertising purposes.
- Monitor social media metrics and ROI to measure the success of campaigns and make data-driven decisions.
- Analyse social media trends, algorithm changes, and research requirements for social media strategy.
- Prepare reports on social media engagement and activities.
- Optimize social media content effectively to enhance engagement, reach, and conversion.
- Stay up to date with the latest social media advertising efforts and goals.

Experience & Qualifications

- Qualification in Communication, Marketing or a related field is beneficial but not a necessity.
- Proven work experience as a Social Media Analyst, Social Media Strategist, Social Media Executive, or a similar position.
- Demonstrate the ability to understand the engagement metrics and KPI's.
- Excellent knowledge of research requirements for social media strategy.
- Sound knowledge of social media scheduling platforms such as Hootsuite and others.
- Outstanding proof reading and editing skills.
- Strong oral and written communication skills.

- Sound knowledge of paid social media advertising.
- Ability to write creative content.
- Excellent ability to manage multiple projects and prioritize them.
- In-depth understanding of various social media platforms and their algorithm changes.
- Strong organizational and time management skills.
- Outstanding brand awareness experience will be preferred.
- A keen eye

Other Skills & Qualifications

- Sense of ownership and pride in your performance and its impact on our company's success
- Critical thinker and problem-solving skills
- Team player
- High level of motivation, determination, and commitment
- Flexibility and adaptable