

Argentina Jobs Expertini®

Social Media Strategist

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Company: CONEXIONHR

Location: Argentina

Category: other-general

About us: We're a team of content and business development superheroes on a mission to make work life easier for Coaches and Consultants. We partner with Coaches and V-SMBs owners across the US & Canada, helping them tackle those tricky lead generation / content creation / social / ops tasks, driving predictable revenue for them, and freeing them up to do what they love most.

Role overview: Join us as a Social Media Strategist at the company, where you'll be a pivotal part of our team, directly serving our clients and helping improve our strategy. Your role involves crafting engaging social media strategies, drafting posts, collaborating with design for video and graphics, and supporting brand awareness and lead generation efforts for our clients. We are a new and fast growing brand where our customers consider us a critical partner in growing their business so you will be a part of building something special!

Responsibilities:

- Social Media Strategy: You will be responsible to lead and guide the strategy ideation and execution for clients to help grow their brand.

- Content Creation: Develop and refine content in various formats, including articles, blogs, social media posts, and visuals.

- Storytelling: Craft compelling narratives aligned with our brand and audience.

- Content Strategy: Collaborate with clients to execute engaging content strategies.

- Audience Engagement: Monitor and respond to audience feedback on social media.

Requirements:

- Proficient English (C1 or C2 level) for client interactions. You'll be writing & designing content in English everyday.

- Curious, adaptable, and autonomous mindset.

- Passion for storytelling, creativity, and innovative thinking.
- Team player with a collaborative spirit, and customer-focused mindset.
- 2+ years of customer-facing experience.
- Experience as a community manager and developing strategy for clients.
- Excellent organizational skills.

Bonus points:

- Industry knowledge in Coaching & Consulting.
- Experience working with US markets and using English in a professional setting.
- Experience working in an agency structure.
- Strong understanding of social media trends and strategies.
- Experience using platforms like Sendible, Hootsuite, Later, Buffer, etc.

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