

Social Media Specialist | Vizazi LTD

February 2021 | Nairobi | Kenya

Part Time | 8 – 10 hours | Two moments a week

Location | Westlands | Nairobi

Reports to

The Social Media Specialist will report to Miss Wendy De Macker | director of Vizazi | www.vizazi.org and will be embedded in Team Vizazi and partners of Vizazi.

Job overview

This job requires an individual who is independent, creative, actively involved, presentable, diligent, sociable and passionate about digital marketing for training and counselling services offered to a wide variety of clientele in different layers of the society of Nairobi | Kenya next to outreach and humanitarian projects in slum areas; working on a part time basis (8 – 10 hours | two moments a week).

Responsibilities and duties

- Managing the Vizazi social media accounts and ensuring the accounts and content shared increase the brand's visibility and reputation.
- Co-creating with the Vizazi team a social media strategy for the year to showcase the different domains of Vizazi according to the Vizazi action plan.
- Creating guidelines for the management of social media of SUP | 'Social Upgrading Program' in Mathare to boost the social media presence of the training programs, teams and organisations.
- Designing and conducting trainings on content creation for Team Vizazi and partners.
- Posting content, including images, text and video aligned to the Vizazi brand and values, to introduce the brand and encourage others to join the conversation by sharing texts, images and other forms of media about personal experiences with the brand.
- Working closely with Vizazi designers and photographer/videographer to document and create content during Vizazi and partner events and gatherings.
- Engaging with community members of Vizazi social media pages through direct messages and comments on social media in line with their Vizazi brand language and values.
- Creating online marketing campaigns, implementing and tracking their performance.
- Monitoring trending hashtags and topics while finding unique ways to integrate them into the brand.
- Conducting audience and buyer persona research for the various services offered by Vizazi and its partners.
- Staying up to date with the latest social media best practices and technologies.

Qualifications

- Should have previous experience of in digital marketing work or held a similar position in another organization.
- Should have excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- Should have splendid oral and written communication skills in English and Kiswahili (and/or Sheng) and able to effectively communicate information and ideas.
- Should have community management experience and have the ability to build and maintain client relationships.
- Should have exemplary technical understanding and can learn new hardware and software quickly.
- Should have great understanding of social media KPIs, web traffic metrics and SEO.
- Should have experience with doing audience and buyer persona research.
- Should be discrete and trustworthy.
- Should have organizational skills and the ability to multi-task.
- Should have a driven and passionate affinity with the sector of youth, mental health and social entrepreneurship.

To apply: interested applicants are welcome to submit their cover letter and resume to Team Vizazi | Muthoni Ngari | Administrative Assistant | mngari@vizazi.org. **Deadline: Monday 18.02.2021.**