

Curaloe, a global company in the Aloe-based product industry with its very own Aloe Farm in Curacao and South Africa, is seeking a dynamic and experienced Social Media Specialist to join our team. This role involves managing our social media presence across multiple focusing on platforms such as Facebook, Instagram, LinkedIn, TikTok, Twitter, Pinterest and Youtube.

Social Media Specialist

We are looking for a Social Media Specialist with experience, and a hands-on attitude located in Curacao. Are you the one we are looking for?

RESPONSIBILITIES

Data Analysis

- Track Key Performance Indicators (KPIs): Responsible for tracking and measuring KPIs related to social media.
- Analyze Social Media Data: Utilize analytics tools to analyze data and gain insights.
- Reporting: Create reports and presentations for stakeholders.

Paid Campaign Setup and Management

- Develop Paid Advertising Campaigns: Develop and execute campaigns across platforms.
- Campaign Setup: Manage targeting parameters, budgets, and ad creatives.
- Monitor and Optimize Campaigns: Adjust campaigns for best results.
- Data Analysis and ROI Assessment: Analyze campaign data for ROI and engagement.

Graphic Design and Content Creation

- Graphic Design: Create visual content for social media platforms.
- Video Production: Develop and produce videos, including scripting, shooting, and editing when required.
- Photography and Videography: Capture and edit content for social media including product pictures/videos.
- Content Curation: Manage a content calendar with diverse media.
- Branding: Ensure all content is visually appealing and aligns with brand guidelines.
- Content Strategy Development: Develop and coordinate a comprehensive social media content strategy that aligns with overall marketing and business objectives, ensuring cohesive branding and messaging across all platforms in collaboration with marketing, sales, and product teams.

Community and Influencer Management

- Community Engagement: Engage with the online community and manage customer interactions.
- Influencer and Collaborator Research: Research and identify potential collaborators, influencers, and brand ambassadors.
- Partnership Management: Foster good communication and relationships with partners for promotional activities on social media.

Trend Analysis and Continuous Learning

- Trend Monitoring: Stay informed about the latest social media trends and tools.
- Continuous Improvement: Regularly update strategies and tools to ensure the most effective and current practices are used.

PROFILE OF A SUITABLE CANDIDATE

- Proven experience in social media management, content creation, and digital marketing.
- Strong analytical skills with experience in data analysis and report generation.
- Creative with experience in graphic design, video production, and photography.
- Excellent communication skills and the ability to engage positively with online communities.
- Knowledge of current social media trends and a willingness to continuously learn and adapt.

Join us at Curaloe to be a part of a dynamic team dedicated to promoting wellness through our Aloe-based products. If you have the passion for social media and the skills to drive our brand forward, we would love to hear from you.

Please send your resume, cover letter, and portfolio showcasing your work in social media, graphic design, or content creation to Cora Tromp-Man - c.tromp-man@curaloe.com before the 1st of March 2024. We look forward to discovering how you can contribute to our team at Curaloe!