



milo productions inc.

Post Date: March 16, 2017  
Closing: April 10, 2017  
Start: any time after April 17, 2017  
Salary: negotiable  
Duration: 4+ months negotiable

## **Job Description**

### **Social Media Manager**

#### **Company Introduction**

We are a digital media company that is both a content producer and platform provider. We focus on children's entertainment and educational content for emerging markets. Our content is offered through a SVOD / interactive platform that now has members in 61 countries. Our core technology is Python/Django and we have integrated apps in both iOS and Android. We are a start up with excellent international exposure. Our work environment brings together the best creatives with the best developers. We offer a flexible, performance based work culture and seek entry level talent to grow with the company.

#### **Position**

We are looking for a talented Social Media Manager. You will be responsible for developing a social media strategy and executing on the strategy with specific campaigns in Facebook, YouTube, Instagram and Infusion Soft. We have achieved 90K+ on Facebook and 4M+ YouTube views and expect you to grow this engagement. We are looking for high levels of creativity and fun in representing our children's brand both through posts and paid advertising. You will be accountable to increase conversion rates for our children's SVOD platform as well ecommerce sales of merchandise.

#### **Responsibilities**

- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other teams including art department and developers to ensure campaigns are executed to the highest standards
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions

#### **Requirements**

- Previous experience as a Social Media Manager is desired
- Knowledge of Facebook advertising
- Experience with developing Infusion Soft email campaigns
- Excellent copywriting skills
- Knowledge of SEO, keyword research and Google Analytics
- Excellent communication skills
- Analytical and multitasking skills
- Degree or diploma in Marketing or relevant field or in process of completing degree or diploma
- Ability to work unsupervised and be accountable for high levels of deliverables
- Willingness to learn and grow
- Willingness to be part of a start-up culture with a sense of accountability to the bottom line