

POSITION DESCRIPTION

POSITION TITLE	Social Media Expert
POSITION LOCATED AT	Subic Bay - Philippines
REPORTING TO	DPI General Manager
DIRECT REPORTS	NA
EMPLOYMENT CLASSIFICATION	Full time
POSITION OVERVIEW	<p>You'll be a creative, compassionate and a rock-star content creator with experience executing across different social media channels. You'll be a people's person, a risk taker, embrace experimenting with new ideas, thrive in ambiguity and love big challenges. You'll be a fountain of knowledge when it comes to social platforms, viral campaigns, emerging conversations, trends, tools and social insights.</p>

SPECIFIC OBJECTIVES

Plan and implement marketing initiatives into the company's social media, e-commerce, email, and other marketing projects
Empower the sales team with marketing content and campaigns that help drive sales
Organizing campaigns and developing marketing strategies to expand the company's presence in the market
Create brochures, campaigns, and all advertising materials
Ensure compliance with law (e.g. copyright) Generate, edit, publish, and share content daily
Plan and implement marketing initiatives into the company's social media, e-commerce, email, and other marketing projects
Create engaging and branded content to strategically support the company's goals
Manage the company's Social Media presence, as well as other online initiative
Create and run ads on Social media platforms and other online channel
Communicate with industry professionals and influencers via social media to create a strong network
Document metrics and analytics for the marketing activities performed and prepare monthly reports for monitoring purposes
Successfully meet deadlines, prioritize multiple tasks and react quickly to shifting priorities

MAIN ACCOUNTABILITIES	MEASUREMENT METHOD (KPI's)
Takes command responsibility for the performance and development and the achievement of all project KPIs and targets	KPI
Prepare and deliver appropriate presentations on products and services	
Grow Social Media Platform in the form of new members/followers, likes, shares, and comments	
Gather feedback from customers or prospects and share with internal teams	
Create monthly insights reports and keep track of KPIs to analyse content	
Building and maintaining effective internal and external stakeholder relationships	Customer Feedback Surveys
Build and create our social media strategy by understanding different needs and cultures across our local communities.	
Maintain open, effective and honest channels of communication at all levels across the business to facilitate best in class sharing. Work collaboratively with the other teams or members of the business	Management Performance
Embed a performance culture, framework, and review processes to achieve service levels and improvements against set targets. Ensures service targets, SLA's and KPI's are continually reviewed, and expectations are met with optimum levels of quality service delivery.	Service Level Achievements against set targets
Review available information and make suggestions, recommendations as to improvements across the business.	
Any other duties, consistent with the role, or duties as required from time to time by the Sales and Marketing Manager, Business Unit Managers, the President or other relevant department managers.	
Demonstrate a high level of professional and personal standards and conduct.	
Observe OH&S and company policies.	Pro-actively ensure up to date knowledge of and compliance with

MAIN ACCOUNTABILITIES	MEASUREMENT METHOD (KPI's)
	OH&S policies and procedures and participate in their further development by identifying risks and escalating them appropriately. Observe company policies

COMMUNICATION (regularly communicates with)
Customers, DPI BU Managers, Operations Team, Manufacturing Team, Finance, and other relevant internal departments

SKILLS AND EXPERIENCE	DESIRABLE	ESSENTIAL
EDUCATION		
BS/BA in Marketing or a related field of study		✓
Graduate Studies	✓	
WORK EXPERIENCE		
Experience with SEO/SEM campaigns		✓
1-2 years B2B sales experience in sales within the media or online industry		✓
Blogging and Vlogging (active or past) is a plus		✓
Knowledge in Facebook Business and Facebook Ads is preferred		✓
Knowledge in Photoshop / design ability is a plus but not required	✓	
TECHNICAL KNOWLEDGE		
Excellent writing and communication skills		✓
Knowledge in MS Excel and web analytics		✓
Proficient in Microsoft Office applications (Word, Excel, PowerPoint)		✓
Tech and social media savvy - must be familiar with major social media networks		✓
Must have valid driver's license		✓
LANGUAGE SKILLS		

Strong written and verbal communication skills		✓
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SKILLS, ABILITIES & COMPETENCIES, AND QUALITIES

Hardworking, energetic individual, Detail oriented, Problem Solver, Superior Customer Service skills, Think outside the box, Ability to multi-task and make good decisions, Ability to manage and motivate a team, Ability to work under pressure and balance the competing demands of several managers, Proactive approach, Excellent level of integrity, Trustworthy and target-oriented, Ability to work autonomously

JOB SPECIFICATION ACCEPTANCE

EXPLAINED BY:		
Supervisor / Manager Name	Signature	Date
ACCEPTED BY:		
Employee Name	Signature	Date