

Job Title: Social Media Manager

Location: Cape Town, South Africa

Company: R.I.C Publications (Ross Meadows Group)

Social Media Manager for Ross Meadows Group (Prim-Ed Publishing and R.I.C. Publications)

Are you craving your dream job of creating content and implementing strategic campaigns that stick in people's minds long after they have scrolled?

Ross Meadows Group is looking for a driven and experienced Social Media Manager to join our team in Cape Town. This role requires the design and execution of a comprehensive social media strategy that enhances our brand presence for the entire group. Additionally, the successful candidate will co-ordinate marketing initiatives, both online and offline, specifically in the EMEA region. *Are you ready for a strategic and operational opportunity that makes a difference in primary school education?*

As educators ourselves, we endeavour to inspire, challenge, entertain, listen, support, and move with the times—all to create a better future for all learners.

We offer:

- **three gifted annual leave days during Christmas shutdown:** in addition to 20 annual leave days per annum.
- **ongoing training and development:** role-specific opportunities, and LinkedIn Learning.
- **flexible work arrangements:** to support self-efficacy, and commitment with task completion.
- **a supportive working environment:** because we value our people and pay attention to their needs.

Are you:

- a strategic thinker, with proven ability to develop and implement effective social media strategies that drive brand awareness and engagement?
- creative with a keen eye for design and an ability to produce engaging content that resonates with our audiences?
- an effective written and verbal communicator, with the ability to craft compelling messages and interact professionally with a diverse audience?
- adaptable, with the ability to work in a fast-paced environment, always prioritising requirements and new challenges?

- experienced in identifying, collaborating with, and managing influencers to amplify brand reach?

Did you answer *yes* to all the above? You could be ideal for this role.

Key Responsibilities *include, but not limited to;*

- **Own our group Social Media Approach from strategy to execution.**
 - **Drive our Social Media Approach**
 - Produce and/or brief high-quality, engaging and brand aligned **creative content**.
 - Plan and execute **social media campaigns** to promote new products, events, and other marketing initiatives.
 - **Engage with our Community** across Instagram, Facebook, YouTube, TikTok, and LinkedIn.
 - Foster inclusive and positive relationships, drive our **online community** engagement and enhance our global reach and credibility through our networks of **influencers and brand ambassadors**.
 - **Be data driven, continuously improve our performance**
 - **Track and analyse** our campaign results, providing regular reports and actionable insights.
 - Stay up-to-date with the **latest social media trends**, tools, and best practices to keep our social media presence relevant.
- **Plan and manage EMEA Marketing Initiatives:** Collaborate with the EMEA Commercial team (based in South Africa) to tailor marketing efforts, ensuring consistency with the global strategy while addressing regional needs and opportunities.

Key Requirements

We are looking for a dynamic and creative Social Media Manager with strong content creation skills. *Do you meet the following criteria?*

- Passionate about getting everyone on the same page; an expert at cross-functional collaboration in a global set up.
- Adept about being organised, with the ability to handle multiple tasks and meet deadlines.
- Strong analytical approach, with the ability to interpret data, generate insights, and adjust strategies accordingly.
- Minimum 3-5 years of experience in social media management and content creation, preferably within the education or publishing industry.

- Relevant degree or diploma.
- Proficient in using social media management tools (e.g. Loomly or similar), and supportive tools and applications (e.g. Canva).

*****If this role sounds exciting to you, we'd love to hear from you!**

Please submit your resume along with a cover letter explaining why you're the perfect fit for our team to marketing@rossmeadowsgroup.com

Closing date will be 31st of August 2024.