

# Social Media Manager

As a social media manager, you will oversee a company's interactions with the public through implementing content strategies on social media platforms. Your duties will include analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.

## QUALIFICATIONS

- Using social media marketing tools to create and maintain the company's brand
- Working with marketing professionals to develop social media marketing campaigns
- Interacting with customers and other stakeholders via the company's social media accounts
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs
- High school diploma ; at least 2 years of experience directly related to the duties

## Preferred Qualifications

- Completed Bachelor degree from an accredited institution

This position is based in Douala, Cameroon.

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