

# SOCIAL MEDIA MANAGER



**POSITION :** Social Media Manager  
**COMPANY:** Brhythm Creatives  
**LOCATION:** Islamabad

**Brhythm Creatives** is a creative agency based in Islamabad with a global clientele. We are seeking a highly skilled and experienced Social Media Manager to join our team. This individual will play a crucial role in enhancing our clients' digital presence, managing social media campaigns, and effectively engaging with our diverse audience.

## THE ROLE

As a Social Media Manager at Brhythm Creatives, you will have the opportunity to shape the online presence of our clients through strategic social media management. In addition to the existing responsibilities, you will lead and contribute to social media campaigns, including awareness campaigns for social causes and digital advocacy on various social issues. Your ability to create compelling narratives, engage with our audience, and drive positive change will be essential.

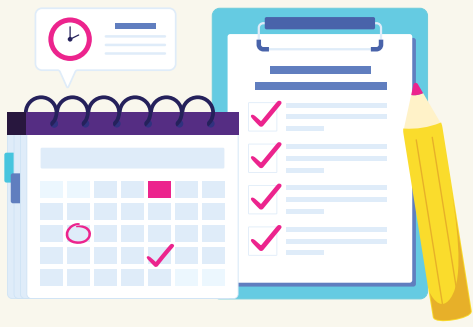


# REQUIREMENTS



- Bachelor's degree in marketing, communications, or a related field.
- Minimum of 3 years of experience as a Social Media Manager or a similar role.
- Proficiency in managing social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Strong understanding of social media analytics and reporting tools.
- Excellent written and verbal communication skills in both English and Urdu.
- Demonstrated ability to create engaging and persuasive content.
- Analytical mindset with the ability to interpret data and draw actionable insights.
- Knowledge of current social media trends and best practices.
- Strong organizational and project management skills.
- Ability to work in a fast-paced environment and meet tight deadlines.
- Creative thinking and problem-solving skills.
- Proven experience in leading awareness campaigns for social causes and digital advocacy on various social issues.





# RESPONSIBILITIES



- Develop and execute social media strategies to enhance brand awareness, engagement, and lead generation.
- Plan, lead, and implement social media campaigns, including awareness campaigns for social causes and digital advocacy efforts on various social issues, from concept to execution.
- Manage and optimize social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Create and curate engaging content for social media channels, ensuring brand consistency and relevance.
- Monitor social media trends, tools, and applications to implement innovative strategies.
- Engage with followers, respond to inquiries, and build and maintain strong relationships with the online community.
- Analyze social media data to evaluate the effectiveness of campaigns, including awareness and advocacy efforts, and identify areas for improvement.
- Generate comprehensive reports, including Social Media Analysis, Monthly/Quarterly reports, and Sentiment Reporting.
- Collaborate with cross-functional teams, including marketing, sales, and customer service, to align social media efforts, including campaign initiatives, with overall business objectives.
- Stay updated on industry trends and best practices in social media marketing, particularly in the context of awareness campaigns and digital advocacy for social causes and issues.





# HOW TO APPLY

Interested candidates should submit their resume along with a cover letter detailing their relevant experience and explaining why they are the ideal candidate for this role.

**SEND YOUR APPLICATION AT**

**[letswork@brhythmcreatives.com](mailto:letswork@brhythmcreatives.com)**

## **DISCLAIMER**

Brhythm Creatives is an equal opportunity employer, and we encourage candidates from diverse backgrounds to apply.

