



PR/158438 | Social Media & Video Editing Executive

Job Information

Recruiter

JAC Recruitment Malaysia

Job ID

1515567

Industry

Business Consulting

Job Type

Permanent Full-time

Location

Singapore

Salary

Negotiable, based on experience

Refreshed

January 28th, 2025 01:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

JOB RESPONSIBILITIES

Content Marketing:

- Develop and maintain a comprehensive content calendar for social media platforms, aligning with the company's marketing objectives and target audience. This includes conducting competitor research and analysis to identify gaps and opportunities.
- Possess a strong understanding of the target audience's demographics and psychographics.
- Conduct thorough content research and draft content briefs that align with marketing objectives.
- Create visually appealing, engaging, and high-quality content such as graphics, videos, infographics, articles, and blog posts to captivate the audience and drive engagement.

- Post content at least three times a week on all social media platforms, including but not limited to Facebook, Instagram, TikTok, XHS, YouTube, and LinkedIn.
- Use content to attract potential customers and generate quality leads for the sales team.
- Monitor audience responses and engagement with the content, adapting strategies to improve effectiveness and lead quality.
- Respond to reviews and feedback on social media platforms within two working days to maintain a positive brand reputation.
- Collaborate closely with the team to brainstorm and develop various marketing materials and advertising campaigns.

Email Marketing:

- Develop and execute email marketing campaigns to nurture leads, engage prospects, and grow the email list.
- Design visually appealing email templates and write compelling copy to maximize open rates, click-through rates, and engagement.
- Implement and monitor email campaign performance metrics, analyzing data to refine future email marketing strategies.

Standard Operating Procedures (SOP):

- Create and maintain monthly standard operating procedures (SOP) for social media activities, including content creation, graphic design, and video editing.

Monthly Reporting:

- Track social media metrics and KPIs to evaluate past performance and make future recommendations.
 - Summarize key accomplishments and milestones reached during the month.
 - Identify any challenges or obstacles faced and how they were addressed.
 - Share lessons learned and recommendations for improving future performance.
- Report monthly metrics for all platforms, using month-over-month (MoM) percentage and number growth for:
 - Sales Revenue Generated
 - Social Media Follower Growth
 - Organic Marketing Lead Generation (monitoring the number of quality leads)
 - Social Media Engagement Rate (shares, saves, likes, view time, etc.)

JOB REQUIREMENTS

- At least 2 years of experience in social and video content development and production for a brand or influencer.
- Excellent video editing and graphic design skills.
- Ability to excel in a fast-paced, deadline-driven environment focused on producing high-quality creative work.
- Ability to work independently and remotely, with minimum supervision with strong ownership and meet deadlines.
- Deep and up to date knowledge of social platforms algorithms and best practices (e.g., Facebook, YouTube, TikTok, Instagram, Xiaohongshu etc).
- Excellent written and verbal communication skills, with the ability to craft engaging and compelling content.
- Good team player with Strong analytical skills to interpret data of social media platforms performance and make data-driven decisions.
- Creative mindset with the ability to think critically, outside the box, and develop innovative social media strategies.

BENEFITS

- Full remote work arrangements
- Employee benefits
- Quarterly bonus

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Company Description