



JOB VACANCY

DIGITAL MARKETER/SOCIAL MEDIA MANAGER

INTRODUCTION

We are a Tech Company/Digital Marketing Agency that works to give businesses visibility and help them grow their sales through the digital space.

We are looking for a suitable candidate to help us achieve this mission.

Key Responsibilities:

- Develop comprehensive social media strategies and content calendars to meet marketing objectives.
- Produce engaging content (text, images, videos, memes) and schedule posts for various platforms.
- Monitor, respond to, and engage with followers, comments, and messages, fostering a positive community.
- Plan and execute both organic and paid social media campaigns, including ad management and budgeting.
- Track key metrics (KPIs), analyze data, and generate reports with insights and recommendations.
- Stay updated on new platforms, algorithms, tools, and emerging trends to keep strategies fresh.
- Work with marketing, design, PR, and sales teams to ensure consistent brand messaging and integrated campaigns.

Essential Skills:

- Strong understanding of social media platforms, algorithms, and best practices.
- Strong understanding of video editing tools(Capcut, Instagram Edits, Premiere or others)
- Ability to shoot quality videos and photos using a phone or professional camera.
- Excellent writing, editing, and visual communication skills.
- Analytical skills to interpret data and drive decisions.
- Creativity and ability to develop engaging, trend-relevant content.
- Customer service mindset for community interaction.

How to Apply:

Send **a cover letter introducing yourself** and **your resume** together with **samples of relevant/similar work done before** to info@allthingsit.co.ke