

Italian Speaking Junior Social Media Executive

Number of Posts: 1

Contract Type: Indefinite Contract

Job description

ALB Forex Trading is looking for an Italian Speaking Junior Social Media Executive to join its fast-growing team. The selected candidate will manage all social media channels and campaigns, to sustain an engaging audience experience and to increase audience satisfaction.

Main Tasks:

- Research audience preferences and discover current trends
- Develops engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Posting and managing of different social media platforms
- Coordinates social media messaging with advertising departments, brand managers, and quarterly or seasonal company goals
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Audits and analyses social media presences, including digital advertising costs and returns
- Works with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages
- Monitors and develops reports on competitor activity within social media spaces
- Train co-workers to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries
- Suggest innovative ways to attract prospective customers
- Other adhoc duties that may arise from time to time

Requirements

- Related Bachelor's degree
- Minimum 2 years' experience in a similar role
- Excellent level of both written and spoken Italian and **excellent command of English.**
- Any additional languages would be an advantage
- Experienced in Google analytics, google SEO, Google Adwords, Google PPC, Content management (facebook, twitter, youtube etc.)
- A strategic thinker who can brainstorm ideas, develop concepts and produce thoughtful, enticing messaging for digital and print deliverables
- Highly creative and imaginative
- Experienced user of Photoshop
- Has good written and interpersonal skills
- Goal orientated and highly functional in a team
- Good eye for detail
- Knowledge of Wordpress would be considered as an asset

Training provided

Yes

Any assistance with accommodation/relocation

We can assist in providing contact information with regards to accommodation.

Salary

€16,000 - €18,000 gross per annum

How will the interviews be held

Via Skype

Any other information

To apply please send a CV in English to eures.recruitment.jobspplus@gov.mt quoting the vacancy title '**Italian Speaking Junior Social Media Executive**' and the vacancy reference number **344858**.