

SOCIAL MEDIA AND OUTREACH SPECIALIST:

Social Media Specialist will be responsible for planning, implementing and monitoring APTMA's Social Media strategy in order to increase public awareness about key issues of textile industry, build PR, improve Marketing efforts and increase our online presence.

Social Media Specialist duties and responsibilities

- Develop, implement and manage our social media strategy and website development
- Define most important social media KPIs
- Manage and oversee social media content

Social Media Specialist requirements and qualifications

- 3 years of experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, Instagram, and other social media best practices
- Familiarity with web design and publishing
- Critical thinker and problem-solving skills
- Copywriting skills
- Design (graphics and videos)