

<https://fintechnews.africa/job/social-media-coordinator-at-ozow/>

Social Media Coordinator

Description

The ideal candidate will be comfortable in a fast-paced environment and have proven experience planning and executing campaigns across multiple channels and interacting with cross-functional teams.

Responsibilities

You will manage and plan monthly organic social media content across Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok and Google my Business. Monitor trends, competitor presences and new social media marketing opportunities. Write social copy for our designated platforms. Identify and implementing tactical opportunities that align with the brand. Create monthly reporting with the use of analytic tools. Contribute to creative brainstorming, community management and creative writing. Report key performance metrics and competitor activity and – provide insights for optimisation. Stay up-to-date with current technologies and trends in social media, design tools and applications.

Qualifications

- A marketing or advertising qualification
- 3+ years working in social media (fintech background a plus)
- Attention to detail
- Experience in reporting and analytics
- Key knowledge in the following social platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok
- Knowledge and understanding of current social trends
- Excellent Writing skills
- Effective communication skills
- Good time management skills, including prioritising, scheduling and adapting as necessary.

Hiring organization

Ozow

Ozow is the future of payment as we know it. An oh-so (or Ozow) easy, automated and ultra-secure EFT solution that helps customers pay in just a few seconds, merchants can initiate Ozow payments through a variety of payment platforms, such as SMS, eCommerce, eBilling, QR Code and instore Point-of-Sale (POS).

Employment Type

Full-time

Job Location

Cape Town, Western Cape, South Africa

Date posted

2 February 2023

APPLY