



Social Media Manager

DarusSalam is seeking an energetic and dedicated individual to serve as its Social Media Manager.

Responsibilities include:

- Design and implement social media strategy to align with organization's goals
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube and LinkedIn
- Integrate all channels of marketing (social media, SEO, content marketing, email, print and digital marketing)
- Generate, edit, publish and share engaging content daily
- Monitor SEO and web traffic metrics
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Ensuring content is disseminated to the various social media channels
- Responsible for adding titles, descriptions, and relevant tags to all YouTube videos.
- Develop weekly reports on emerging social media trends that will be submitted to the management and executive teams
- Own and build out social media content publishing calendar
- Plan and oversee all paid social campaigns, including partnerships with influencers
- Train volunteers to assist with above tasks

Requirements

- At least a bachelor's degree from an accredited North American college/university.
- Minimum of two years related training and experience.
- Exceptional multi-tasking skills
- Able to explain complex social media data in an understandable way
- Should have proficiency in editing software, Microsoft / Google suite - Google Docs
- Knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent knowledge of Facebook, Twitter, Instagram, Google+ and other social media best practices
- Good time-management skills
- Must be fluent in the English language, oral and written.
- Some Travel Required

To apply:

Please email cover letter, resume, list of references, and portfolio to office@masjidDS.org

Masjid DarusSalam

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