



<https://threekg.com/jobs/senior-social-media-specialist/>

## Senior Social Media Specialist

### Description

We're looking for a **Senior Social Media Specialist** with a passion for strategy, content, and analytics to join our growing digital marketing team. The ideal candidate will take the lead in developing, executing, and optimizing creative social media strategies for a variety of clients and industries.

As a Senior Social Media Specialist, you will be responsible for overseeing content calendars, managing social media accounts, leading campaigns, and analyzing performance to ensure our clients' goals are met

### Responsibilities

- Develop and implement social media strategies that align with client goals and brand voice.
- Plan, create, and schedule engaging content across platforms (Facebook, Instagram, TikTok, Twitter/X, LinkedIn, etc.).
- Manage day-to-day handling of social media accounts and ensure timely posting and community engagement.
- Lead campaign planning and execution, including influencer collaborations, paid social campaigns, and trend-based content.
- Monitor, analyze, and report on performance metrics (engagement, reach, conversions, etc.) and provide actionable insights.
- Stay on top of the latest social media trends, platform updates, and best practices.
- Coordinate with design, content, and media teams to ensure consistency in branding and messaging.
- Mentor and support junior team members when needed.

### Qualifications

- Bachelor's degree in Marketing, Communications, Media, or a related field.
- 3–5 years of hands-on experience managing social media accounts for brands or agencies.
- Strong understanding of social media platforms, tools, algorithms, and content types.
- Excellent copywriting, editing, and communication skills in both Arabic and English.
- Experience with social media tools like Meta Business Suite, Hootsuite, Sprout Social, or similar.
- Ability to analyze data and translate insights into optimized content and strategies.
- Strong organizational and time-management skills.

### Skills

- Experience with paid social campaigns (Meta Ads, TikTok Ads, LinkedIn Ads, etc.).
- Basic design skills using Canva, Adobe Photoshop, or similar tools.

### Hiring organization

3KG

### Employment Type

Full-time

### Industry

Digital Marketing and Advertising

### Job Location

Maadi, Cairo, Egypt

### Working Hours

8 Hours

### Date posted

June 4, 2025

### Valid through

05.07.2025

- Knowledge of influencer marketing and UGC strategies.
- Creative mindset with a deep understanding of audience behavior and content trends