



# VACANCY

## WE ARE LOOKING FOR A PROACTIVE AND DYNAMIC SOCIAL MEDIA COORDINATOR TO JOIN OUR TEAM

### KEY ROLES AND RESPONSIBILITIES

- Create and post engaging content in a variety of formats including photography, GIFs, slides, carousels, videos, stop motions and other posts as required according to monthly promotional campaigns on the Company's social media accounts including pages and groups
- Propose a monthly social media plan in line with the monthly promotional campaigns and to develop brand awareness, loyalty and engagement
- Ensure that all content is on-brand, up to standard and posted at the most appropriate times
- Track and monitor post and page/group performance, measure campaign effectiveness according to set KPIs and prepare appropriate reports to Management
- Answer community questions and comments in a timely manner and according to Company policy
- Stay up to date with social media trends and latest changes, make recommendations to Management based on best practices and latest trends
- Provide assistance during events (planning, coordinating, photography, video and transformation into posts)
- Visit commercial outlets to take photographs of products as well as lifestyle shots
- Propose games and other engagement boosters on a monthly basis
- Prepare newsletters, web banners and other content necessary for the Company's 360 campaigns
- Any other cognate duties as and when required
- Must be prepared to work odd hours and on week-ends when necessary

### QUALIFICATIONS AND EXPERIENCE

- Passion for social media and proven proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Excellent social listening skills
- Ability to understand historical, current, and future trends in the digital content and social media space
- Strong copywriting and copy editing skills
- Impeccable time management skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines

### EDUCATION AND EXPERIENCE REQUIREMENTS:

- Degree in graphic design, social media or a related field
- 1-3 years experience with B2C social media marketing or content development
- Direct experience using social media management tools
- Proficient with Adobe Creative Cloud (Photoshop, Premier Pro, After Effects) or equivalent digital media editing tools

Please send us your CV together with a motivation letter before the 25/01/2022 by email to [hr@aldrex.mu](mailto:hr@aldrex.mu)

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