

Colombia Jobs Expertini®

Social Media Specialist

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Company: EMAPTA

Location: Usaquen

Category: other-general

Connect. Create. Influence. Join Our Social Media Revolution! Unlock the perfect blend of career fulfillment and personal well-being as a Social Media Specialist in the vibrant realm of Recruitment Technology. Embrace a role where innovation meets flexibility, offering an indefinite term contract and a dynamic work environment. Fuel your passion for digital creativity while enjoying a harmonious work-life balance. Be part of our clients team as a Social Media Specialist, where you'll curate engaging content, drive brand awareness, and collaborate with cross-functional teams to shape impactful campaigns. Seize this opportunity to step out of your comfort zone and embark on a journey that not only fuels your professional growth but also nurtures your personal aspirations. Join us and experience the thrill of shaping tomorrow's digital landscapes while maintaining a fulfilling life outside the office. **Unlock Your Potential: Dive into Your Dream Career with Us**
Employment Type: Indefinite Term Contract
Shift: Monday to Friday | 8:00 am to 5:00 pm CO time
Work Setup: Onsite in Bogot and Medellin
Fuel Your Creativity: Command Your Role in Shaping Digital Landscapes
Develop, implement, and manage our social media strategy to increase brand awareness, engagement, and traffic
Create and curate engaging content for various social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube
Monitor and analyze social media trends, insights, and best practices to optimize content and campaigns
Collaborate with internal teams to create social media campaigns that align with marketing goals
Manage and maintain our social media profiles and presence, including scheduling posts and responding to comments and messages
Stay up-to-date with social media platform changes and industry trends to ensure maximum effectiveness of

campaigns Track and report on social media metrics, including reach, engagement, and conversion rates Assist with influencer partnerships and community management efforts Support the marketing team with content creation for other channels, such as blogs and email newsletters Elevate Your Expertise: Surge Ahead with the Skills of a Social Media Maestro Bachelor's degree in Marketing, Communications, or related field 3+ years of social media management or marketing experience Proficiency in social media management tools and analytics platforms Strong written and verbal communication skills Creative thinker passionate about social media and digital marketing Ability to work independently and collaborate with cross-functional teams Knowledge of SEO, content marketing, and digital advertising (a plus) Immerse Yourself: Experience the Rich Rewards of Joining Our Community 5-day work week Prepaid medicine Work items provided Indefinite term contract 5 extra days of vacation leave (20 in total) Direct exposure to clients Career growth opportunities Diverse and supportive work environment Prime office locations in Bogot and Medellin Upskilling opportunities through Emapta Academy Unlock Our Story: Dive Deep into the Soul of UseVerb's Mission Our client, UseVerb, is more than just a company; they're a visionary force for change in the realm of recruitment. They understand that amidst the rapid evolution of technology, the essence of human connection remains paramount. Founded in early 2016, UseVerb embarked on a mission to revolutionize the way people approach work. Recognizing the profound impact of workplace dynamics on individual well-being and organizational success, they set out to redefine the recruitment landscape. Through innovative solutions and a steadfast commitment to fostering meaningful connections, UseVerb has garnered acclaim from industry giants like UnderArmour and AmericanExpress. They've proven that a focus on building strong team cultures not only enhances productivity but also drives revenue and mitigates talent turnover. Led by visionary founder Paul, UseVerb is dedicated to empowering individuals and transforming workplaces worldwide. Join them on their journey to redefine the future of work, where personality reigns supreme, and every handshake signifies a promise of mutual respect and growth. Say hello to UseVerb and unlock a world of endless possibilities. Welcome to Emapta Colombia! At Emapta, you're not just joining an industry-leading outsourcing provider; you're becoming part of a community that celebrates the rich cultural tapestry of Colombia. Our track record of success and diverse international clientele across various industries provide a solid foundation for your career. With over 700 global partners preferring to open remote jobs in the country, our vision is to help you and thousands more Colombians

reach your full potential and dreams without the need to leave the country and work abroad. Join forces with passionate professionals who share the desire to make a meaningful impact through premium global opportunities, all at your fingertips. Emapta isn't just a company; it's a community that values the balance between work and life. Start a truly exciting journey with us and discover how your talent can flourish in a setting that celebrates the spirit of Latin America. #EmaptaExperience

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