Role: Social media and content creator

We have an exciting new opportunity available for a Social Media analyst/ content creator at BSmartlytics.

We're expanding and looking to bring in a talented, enthusiastic and creative person to our growing team.

The ideal candidate will have a strong background in:

- Social Media management (LinkedIn, Facebook, Instagram), as well as experience in developing and managing successful social media campaigns.
- Digital content creation (including but not limited to reels, videos, graphic designs)
- Blog post writing
- Day-to-day marketing/ branding work
- Day-to-day client management: follow-up on leads, updates of contacts database, mass email communication
- Support business development initiatives
- Ability to make presentations on behalf of the company on products to leads

The role:

- Content creation. Develop and execute social media strategies to enhance our company's online presence. This includes creating and curating content, scheduling posts, and analysing performance metrics. Our clients are mainly healthcare organisations across the world.
- Email Campaigns: Design and implement effective email marketing campaigns that promote our healthcare solutions.
- Lead Generation: Proactively identify and connect with potential leads on platforms like LinkedIn and other channels. Engage in meaningful conversations, nurture relationships, and qualify leads for the sales team.
- Analytics: Monitor and analyse social media and campaign performance, providing insights and recommendations for continuous improvement.
- Editing Content. You will need knowledge about Canva, Adobe Lightroom and Premier Pro.
- Day-to-day social media management, including the scheduling of posts across Instagram, Facebook, Twitter and LinkedIn.
- Monthly content and planning of the SM calendar.
- LinkedIn and conference prospects tasks will be assigned.
- Attend conferences, workshops, and training sessions as and when required.
- Collaboration: Work closely with cross-functional teams, including marketing, sales, and product development, to align social media and content strategies with overall business objectives.

- Support with general administration
- Stay Current: Stay up to date with industry trends and best practices in healthcare and digital marketing to ensure our company remains competitive and innovative.

Experience required:

- A minimum of 1 year of experience in a similar role, preferably in the healthcare or technology sector
- Must be highly organised and able to manage multiple tasks
- Strong attention to detail and the ability to prioritise
- Excellent verbal and written communication skills
- Be confident and able to work with autonomy when required
- Be a natural problem solver with the mission to keep the team and office on course and focused on achieving the best possible results
- Strong IT skills with proficient use of Microsoft Office; Outlook, Word, and Excel
- Deep understanding of marketing (social media) and a willingness to learn
- Adobe suite capabilities; mainly Lightroom & Premier Pro.
- Preferred but not essential interest in video, video editing, and photography.

Essential:

- Have access to reliable transportation and be ready to work from the office at least 2-3 days/ week
- Passionate about healthcare, technology and making a difference

If you are interested in this role, please apply with a CV and a link to a previous work.

Job Type: Full-time/ Part-time options can be considered

Salary: negotiable

Benefits:

- Hybrid working
- Flexible working (can accommodate an early/ later start of the day)

Schedule:

- Monday to Friday

Education:

- At least A-level in marketing, communications, digital media, or a related field is preferred.

Experience:

- Social media marketing: 1 year (highly desired)
- Digital skills: 1 year (highly desired)

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