

Win Advisors

Job Description: Social Media Marketing Executive

We are looking for a creative and organised **Social Media Marketing Executive** to support the planning, creation, and execution of digital marketing campaigns, social media content, and event-related promotional activities. The role involves managing social media platforms, creating engaging content, supporting marketing campaigns, coordinating events, and analysing campaign performance to improve brand awareness and audience engagement.

Key Responsibilities

Social Media Content Creation & Management

- Create engaging content for social media platforms such as **Facebook, Instagram, LinkedIn, and TikTok**.
- Support basic **graphic design, video editing, and copywriting** for posts, stories, reels, and campaigns.
- Schedule and publish social media posts using social media management tools.
- Maintain and update the social media content calendar.
- Research social media trends, content formats, hashtags, and competitor activities to support content strategy.

Marketing Campaigns & Promotions

- Assist in planning and executing marketing campaigns across digital and offline channels.
- Create marketing collaterals and promotional content for campaigns, events, and branding initiatives.
- Support social media campaigns aimed at increasing brand awareness, engagement, and lead generation.
- Track and analyse campaign performance, social media metrics, and engagement results.
- Provide insights and recommendations for improving future campaign effectiveness.

Community Engagement

- Monitor and respond to comments, messages, and audience interactions in a timely and professional manner.
- Support engagement initiatives such as polls, contests, giveaways, and collaborations with partners.
- Assist in building and maintaining a positive online community presence for the company.

Event Marketing & Coordination

- Support the planning, organisation, and execution of corporate events, client engagement activities, and promotional campaigns.
- Assist with event logistics, including venue coordination, vendors, catering, event materials, and promotional items.
- Create and manage social media content before, during, and after events.
- Support post-event follow-ups, reporting, and evaluation of event success.

Collaboration & Administrative Support

- Liaise with internal teams, vendors, and external partners to ensure smooth execution of marketing activities.
- Maintain digital asset libraries, marketing calendars, and event calendars.
- Support ad-hoc digital marketing projects, branding initiatives, corporate communications, and administrative tasks as required.

Requirements

- Diploma or Degree in **Marketing, Communications, Business, Media, or a related field**.
- Prior experience in social media marketing, content creation, digital marketing, or events is preferred.
- Familiarity with platforms such as **Instagram, Facebook, LinkedIn, TikTok**, and social media scheduling tools.
- Basic knowledge of design or video editing tools such as **Canva, CapCut, Adobe Photoshop, Illustrator, or Premiere Pro** will be an advantage.
- Good writing, communication, and organisational skills.
- Creative, detail-oriented, and able to manage multiple tasks and deadlines.
- Comfortable working independently and collaboratively in a team.