

## **Job Description / Employment Agreement**

### **Social Media Manager**

The goal of LOKAL CoWork and CoLiving Social Media Manager is to:

- Build Brand Awareness
- Drive Traffic to Website
- Generate New Leads
- Increase Revenue
- Boost Brand Engagement
- Build Community
- Provide Effective Social Customer Service

The Social Media Manager will oversee LOKAL's interactions with the public through implementing content strategies on social media platforms.

#### **1) Basic skills**

- *Effective communication skill in English (2nd language is useful but not required)*
- *Basic social media skills.*
- *Attention to detail.*
- *Organizational skills*
- *Willingness to learn*

#### **2) More advanced skills**

- Social Media management (IG, FB, LinkedIn, others as indicated)
- Digital and/or Social Media Marketing
- Knowledge of Spreadsheets, Google Docs, Social Planning Applications

### **Job Responsibilities**

1. Identifying trends in customer interactions
2. Discover all relevant communities of interest and observe the choices, challenges, impressions, and wants of the people within each network.
3. Planning and posting of digital campaigns to meet goals
  - a. IG & FB postings (20/month)
  - b. IG & FB Stories (minimum 5 - 10 daily)
  - c. Effective use of hashtags and location tags
  - d. Maintain Story Highlights on IG
  - e. Encourage cross-cultural inclusion within the Georgian, expat, tourist, and digital nomad communities while fostering an environment of sharing, positivity, and collaborative success. Operate by LOKAL's code of conduct.
4. Engagement
  - a. Monitor and live engagement with all channels
    - i. Participate where LOKAL's presence is advantageous and mandatory.
    - ii. Conform to the identity, character, and personality of the brand.
    - iii. Identify, and respond to all things that can affect brand perception.
    - iv. Assess pain points, frustrations, and also those of contentment in order to establish meaningful connections.
    - v. Introduce value, insight and direction with each engagement.
    - vi. "Un-market" by becoming a resource to the community.
    - vii. Engage with others' social media presences
  - b. Be consistent. Give back, reciprocate, and recognize notable contributions from participants in LOKAL's community.

5. Minimum of 4 hours weekly on-site at LOKAL to obtain content and better understand the community vibe.
6. Monthly Reporting
  - a. Monthly reporting on social metrics across all of LOKAL's engaged platforms
  - b. Monthly reporting of any; trends (good or bad), issues, suggestions for improvement, etc.
7. All online tasks associated with a positive customer experience. (i.e. You will be expected to take an active role as well as a delegation role. The expectation is that all LOKAL employees/volunteers work together to ensure smooth operations and a positive customer experience.

-----

### **Compensation**

Preference would go to someone willing to have accommodation as part of the salary/compensation.

Expected work hours: Flexible schedule 40 hr. This is not a REMOTE position.  
Compensation: TBD dependant on accommodation and flexible hours.

-----