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**JOB VACANCY FORM**

<table>
<thead>
<tr>
<th>X Full-time</th>
<th>□ Part-time</th>
<th>□ Summer-Job</th>
<th>□ Internship</th>
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</thead>
</table>

**Job Title:** SOCIAL MEDIA MANAGER

**Application Deadline:** NA

**Reference Number:** 110214-1

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**Company Description**

**TYPE:** □ Local □ Regional X Multinational

**INDUSTRIAL SECTOR:** Contemporary Art gallery

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**Job Description**

This includes design an implementation of social media campaigns.

*Set Clear Objectives*

**Great Design.** Visual content has a lasting effect on our audience. Whether it’s our status updates, our landing pages, our Facebook OR what we tweet. What the audience sees is what they’ll remember. Make sure it’s compelling and gets the point across.

**Solid Content Strategy.** To ensure all content posted has been well researched and studied. The social media manager must take time to discover the Mark Hachem Brand and what we represent. What makes us unique! What makes us stand out from the rest! Why collectors want to buy from us! Why artists want us to represent them! Why do art fairs want us to participate with them?

The social media manager must be able to describe our customers our business our artists. The content posted must be relevant, informative, appeal to the interest of
our audience. Quality information is key on building a social community.

To continually grow our fan base on Facebook and Twitter etc.

**Engagement Strategy.**

To implement a plan on how you’ll engage your fans and build those relationships. The Social Media manager will listen, respond, ask questions and engage with our audience.

**Conversion Strategy.** The Social media manager will need to put in place a strategy on how to convert the growing fan base into customers. This should generate sales

**Day to day activities of the Social Media manager**

- Curate relevant content to reach the audience
- Write editorial content
- Monitor, listen and respond to users in a “Social” way while cultivating leads and sales.
- Conduct online advocacy and open stream for cross-promotions.
- Develop and expand community and/or blogger outreach efforts.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
- Design, create and manage promotions and Facebook campaigns.
- Maintains a calendar for all events in the galleries and art fairs
- Compile report for management showing results
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Implement a proactive strategy for capturing customer online reviews. Monitor online ratings and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Identify threats and opportunities in user generated content surrounding the business, report to appropriate management.
- Analyze campaigns into recommendations and plans for revising the Social Media campaigns.

**BRIEF JOB DESCRIPTION:**

- INCREASE ON-LINE PRESENCE FOR BEIRUT/PARIS/NEW YORK GALLERIES
- TO INCREASE AWARENESS FOR ALL ARTFAIR PARTICIPATION
- TO DRIVE AND LEAD SALES IN BEIRUT/PARIS/NEW YORK
- TO CHOOSE THE BEST PERSON TO HANDLE OUR -SOCIAL NETWORK AND DIGITAL MEDIA
- TO INCREASE ON-LINE VISIBILITY AND RAISE IMAGE AND PROFILE OF THE GALLERY

**TO BE ACTIVIVE AND ENGAGED WITH;**
COLLECTORS/ARTISTS/ ART LOVERS/ MEDIA/ THE ART SCENE BOTH LOCALLY AND INTERNATIONALLY /BY UTILISING THE FOLLOWING SOCIAL MEDIA TOOLS.

- WEBSITE
- FACEBOOK
- MOBILE PHONE APPLICATION
- TWITTER
- INSTAGRAM
- PINTREST
- WEBSITE
- INSTAGRAM
- LINKEDIN
- YOUTUBE
- GOOGLE PLUS
- ICLOUD

JOB LOCATION(S):
City: Beirut Country: Lebanon

DEGREE:
X Bachelor □ Master is a plus □ Doctoral Degree
□ Undergraduate Student/ Degree not Necessary □ Teaching Diploma

MAJOR/ EMPHASIS: Business, Computer Science or equivalent, ECE, CCE, PA, Psychology, Sociology, Philosophy, Middle Eastern Studies

Candidate Requirements

The Social Media Manager will implement the Company’s Social Media Strategy, develop brand awareness about Mark Hachem Gallery, generate inbound traffic and cultivate leads and sales. The Social Media Manager is a highly motivated individual with experience and a passion for content strategy. They need to plan and execute clear road map to ensure social marketing success.

- The candidate must be able to speak for our business.

- Social media is about people, conversations and deriving leads and sales from those relationships. The candidate must show ability in knowing how to successfully engage individuals as customers, artists, and our referral partners such as architects and interior designers via the Mark Hachem Brand.

- The candidate must already have a seasoned networking ability in real life, which can then transcend onto the social networking arena. They candidate will need to show a proven history of this.

- Must be fluent and able to cross-translate between Arabic, English and French
The candidate MUST be aware that this position requires consistency, commitment, hard work and lots of time especially on-line time.

- Proven experience in social media and digital marketing required
- Strong planning and organization skills required
- Displays in-depth knowledge and understanding of Social Media platforms and their respective participants (Facebook, Twitter, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Ability to manage multiple campaigns at the same time
- Ability to work under tight deadlines
- Demonstrates creativity and documented immersion in social media
- Exhibits ability to jump from the creative side to the analytical side, and able to demonstrate why their ideas are strong
- Demonstrates excellent writing and language skills and shows the ability to effectively communicate information and ideas in a written format
- Exceeds at building and maintaining relationships
- Is a team player with confidence and ready to take the lead and guide and help other employees

**SKILLS:**
Languages Skills:  X English   XArabic □ French □ Other:

**SALARY**
Basic Salary Range:
Other benefits include:
□ Accommodation □ Health Insurance □ Return Ticket □ Bonus
□ Laptop □ Mobile Phone □ Children’s Education □ Transportation
□ Lebanese NSSF □ None

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**How to Apply**

Interested candidates may send their resume and cover letter by email to: Dr. Maryam Ghandour (mg03@aub.edu.lb) specifying the reference number: **110214-1**

**ALL STUDENTS AND AUB GRADUATES SHOULD ATTACH THEIR UPDATED RESUME AND COVER LETTER WITH EVERY JOB APPLICATION; OTHERWISE, YOUR EMAIL WILL BE DISREGARDED.**

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For further information, please do not hesitate to contact:

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The job vacancies are for AUB students and alumni ONLY.