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<table>
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<tr>
<th>JOB VACANCY FORM</th>
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<td>X Full-time</td>
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**Job Title:** Social Media Coordinator

**Application Deadline:**

**Reference Number:** 200214-1

**Company Description**

**NAME OF FIRM/INSTITUTION:**

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

**INDUSTRIAL SECTOR:** Marketing

**BRIEF FIRM PROFILE/DESCRIPTION**

**FIRM WEBSITE:**

**Job Description**

**BRIEF JOB DESCRIPTION:**

Our company is looking for a talented, enthusiastic and organized Social Media Coordinator.

The main job responsibility will be planning, generating & implementing content plans for clients who have retained Spearhead to manage their brands’ accounts on social media. You’ll be required to build strong working relationships with our clients to get to know their business & goals so that a customized & suitable social media plan can be developed.

The social media coordinator will provide strategic consultancy advice and execution excellence to help our clients plan, build and deliver their social media strategies. The role will include the generation of content plans (collecting material & writing),
and the publishing of content across all agreed social media (including but not limited to Facebook, Twitter, Instagram, Foursquare...). It will also include monitoring and moderating activity across channels; engaging where appropriate and escalating to the clients where necessary.

The role will also include the real-time evaluation and monthly reporting on all social media activity associated with these accounts according to pre-agreed on key performance indicators.

Responsibilities

• Good knowledge of the full spectrum of social media platforms to be able to credibly advise and consult on a range of client briefs
• Good understanding of the client’s business, brand, products/services, markets and key employee groups
• Manage and develop day-to-day relations with the client team
• Develop social media strategy and content plans. This will include the content acquisition (from various sources), writing and publishing of posts across the social media platforms.
• Deliver a range of social content in line with the relevant client brief, objectives and content plan, both in real-time and within a structured timeline
• Work with the clients internal teams to find and deliver a range of social content that is unique, interesting and engaging to the client’s target audience
• Ensure all content is delivered in the appropriate tone of voice and with high levels of accuracy. This will include monitoring, moderating and responding on a constant basis – an ‘always on’ approach
• Manage and grow the social media communities that Spearhead is responsible for
• Evaluate the social media strategy for each client, offering insight into the performance of the content and platforms, providing recommendations into the continuous improvement of the service
• Stay up-to-date on trends in social media, best practice use and any developments around the platforms themselves, new emerging social media technology, interesting applications and case studies in the successful use of social media in employer communications
• Other areas of social media development & execution might be required for this position

Knowledge

• An obvious enthusiasm for social media and ability to convey this to colleagues at all levels
• Familiarity with social media management, monitoring and analytics tools, as well as an opinion on best use of each
• A keen eye within the digital/social media/marketing press, with the desire to proactively write thought provoking and awareness generating content
JOB LOCATION(S):
City: Beirut  Country: Lebanon

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

MAJOR/ EMPHASIS:

WORK EXPERIENCE:

SKILLS:
Languages Skills: X English  X Arabic  □ French  Other:
Computer Skills:

Other Skills:
• Good writing skills (experience of writing for the web and social media to suit different audiences is a plus)
Ability to juggle many tasks at once and to remain calm and focused under pressure
• Strong organizational mindset
• Creative thinker with plenty of ideas, willingness to experiment, and the drive to see ideas to implementation
• Good communication and presentation skills, with the ability to work as part of a team sharing ideas and learning
• Firm grasp of a broad range of web technologies and social media applications

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

WORKING DAYS:

WORKING HOURS:

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: 200214-1

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

For further information, please do not hesitate to contact:

**Dr. Maryam Ghandour**

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The job vacancies are for AUB students and alumni ONLY.