JOB VACANCY FORM

Full-time □ Part-time □ Summer-Job □ Internship

Job Title: Social Media Specialist

Application Deadline: June 28, 2014

Reference Number: 270514-13

Company Description

TYPE: □ Local □ Regional □ Multinational

INDUSTRIAL SECTOR: Public Relations and Communications

BRIEF FIRM PROFILE/DESCRIPTION:

Our firm was founded in the Kingdom of Saudi Arabia in 1998 to provide world-class public relations services for the Kingdom’s business community and to multinational enterprises operating in the country. Over the years we have painstakingly built an organization composed primarily of experienced local practitioners who understand their markets and speak the languages and dialects of the countries they serve. Today our firm has become one of the largest public relations networks in the Middle East and North Africa with over 240 dedicated professionals providing a diverse and sophisticated service offering from 14 offices in 13 countries.

Job Description

BRIEF JOB DESCRIPTION:

A social media specialist is responsible for defining and executing special social media strategies, setting up social media accounts, and maintaining daily activities. Duties may include cultivating new communities and managing branded online communities on the client’s behalf using Facebook, Twitter, YouTube, Instagram, and other social media. He/She will develop content for posting on all designated social media outlets, monitoring online competitor presence,
researching new blogs and channels for relevance and trend identification, reporting relevant online data, and maintaining posting schedules.

The right candidate will have a bachelor’s degree in marketing, advertising, communications, or any other related field, and an additional 2 to 3 years of experience. The candidate must possess a solid understanding of the social media universe, must be creative, and must have strong written communication skills.

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

**DEGREE:**
☑ Bachelor  
☐ Master  
☐ Doctoral Degree  
☐ Undergraduate Student/ Degree not Necessary  
☐ Teaching Diploma

**MAJOR/ EMPHASIS:** Marketing, Public Relations, or any other related fields

**WORK EXPERIENCE:** 2 to 3 years

**SKILLS:**

Languages Skills: ☑ English  
☑ Arabic  
☑ French  
Other: (Or any two of the above languages)

Computer Skills: MS office (outlook, word, power point, excel, etc.), Internet browsing and social media

Other Skills: Solid understanding of social media, good research, multi-tasking, creative, and good written communications skills

**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:** MONDAY - FRIDAY

**WORKING HOURS:** 8:30 – 5:30

---

**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: 270514-13

If you wish to be removed from the mailing list of Career and Placement Service, Student Affairs, click on the following hyperlink: http://tinyurl.com/CPSunsubscribe and fill the necessary information.

**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

American University of Beirut  
Career and Placement Services  
West Hall, Room 112 E  
P.O. Box 11-0236 Riad El Solh  
Beirut 1107 2020, Lebanon  
Tel: +961 1 350000 Ext: 3172  
Tel/Fax: +961 1 744 488  
E-mail: mg03@aub.edu.lb  
Website: http://www.aub.edu.lb/sao/cps/Pages/index.aspx  

The job vacancies are for AUB students and alumni ONLY.