

Marketing Job Description

About Us

Founded in 2014, WEMAİK creates technology that reimagines how digital transformation is achieved, and what is necessary for a successful project. Through our integrated software platforms, we enable enhanced business decision-making by revealing new insights from company information and quickly deploying these insights to business experts via bespoke enterprise-grade applications. Transformation solutions created with our platform unlock huge commercial value and enhance business competitiveness with increased agility. We employ amazing people and foster their dedication, enthusiasm and flair.

At WEMAİK we apply a management style and development approach that ensures professional standards whilst allowing for innovation and change – and above all, fun. We work hard as a team to consistently meet our customer's needs and consequently their trust and repeat business.

Community Manager

Role Summary

- Setting and implementing social media and communication campaigns to align with marketing strategies
- Providing engaging text, image and video content for social media accounts
- Responding to comments and customer queries in a timely manner

Job brief

We are looking for a qualified Community manager to join our team. If you are a tech-savvy professional, experienced in social media, PR and promotional events, we would like to meet you.

Our ideal candidate has exceptional oral and written communication skills and is able to develop engaging content. You should be a 'people person' with great customer service skills and the ability to moderate online and offline conversations with our community.

Ultimately, you should be able to act as the face and voice of our brand and manage all community communications.

Responsibilities

- Set and implement social media and communication campaigns to align with marketing strategies
- Provide engaging text, image and video content for social media accounts
- Respond to comments and customer queries in a timely manner
- Monitor and report on feedback and online reviews
- Organize and participate in events to build community and boost brand awareness
- Coordinate with Marketing, PR and Communications teams to ensure brand consistency
- Liaise with Development and Sales departments to stay updated on new products and features
- Build relationships with customers, potential customers, industry professionals and journalists
- Stay up-to-date with digital technology trends

Requirements

- Proven work experience as a community manager
- Experience launching community initiatives (e.g. building an online forum, launching an ambassador program, creating an event series and writing an email newsletter)
- Ability to identify and track relevant community metrics (e.g. repeat attendance at events)
- Excellent verbal communication skills
- Excellent writing skills
- Hands on experience with social media management for brands
- Ability to interpret website traffic and online customer engagement metrics
- Knowledge of online marketing and marketing channels
- Attention to detail and ability to multitask
- BS/MS degree in marketing or relevant field