**REGENT Business School,** a DHET registered and CHE accredited private higher education distance education provider, offering undergraduate and postgraduate business qualifications, has the following vacancy available:

**Social Media and Content Specialist – Johannesburg**

**PURPOSE:**

Provide general sales focus on administration and management of marketing and social media platforms. The incumbent will be responsible for managing recruitment opportunities using relevant social media channels and develop content strategies to improve SEO positioning.

**CORE FUNCTIONS:**

* Develop and execute social media strategies and integrated marketing campaigns that align with and support the organization's objectives.
* Increase brand awareness and traffic across social platforms through content development and community engagement i.e. be the champion of social media in the organization
* Benchmark, analyse and review social media targets and goals
* Monitor social media trends and keep abreast of market changes in relation to the Higher Education industry
* Create a social media content calendar to build awareness and community engagement
* Prepare analytical reporting for all marketing and social media activity
* Monitor and report on the effectiveness of marketing communications

**QUALIFICATIONS:**

* Marketing/Communications degree

**EXPERIENCE AND SKILLS:**

* A minimum of 3 - 5 years’ experience in the social media space with achievements
* Insightful understanding of social platform technologies, knowledge of the current trends and new developments
* Proficient in English
* Excellent communication skills: verbal, written and reporting skills
* Excellent creative writing skills, ability to create and publish professional content
* Graphic design is an advantage
* Strong analytical skills, data driven thinking and attention to data
* Ability to plan/organise and manage time appropriately
* Self-motivated and results driven
* Able to work independently

**ADDITIONAL REQUIREMENTS:**

* Be able to work during weekends when requested
* Must have own transport
* Must be willing to work in Auckland Park

**To apply: All applicants are to forward their CV’s to** hr@regent.ac.za **by no later than 21 February 2018.** Should you not hear from us within 14 days, please consider your application unsuccessful.