



Motherhood should mark a beginning, not an end

Social Media Manager & Content Creator

Who we are looking for:

A passionate Social Media Manager who is self-driven, eager to improve the lives of vulnerable women. If you are willing to go above and beyond in an exciting and ever-changing field, this is the challenge you need.

As a Social Media Manager, you will manage our four active channels Instagram, Facebook, Twitter and LinkedIn, ensuring that our supporters are well informed and engaged. You will be responsible for keeping social media best practices and report insights. This role will be an organic social strategy focused. The SMM will develop the plan, marketing calendars, curate organic content using our client's brand voice, and develop the community of engaged supporters/followers.

You will join a community of like-minded people committed to ensuring that more babies have a safe start in life. We will hear your ideas and passion for achieving our mission of keeping birth safe in Sierra Leone.

What you'll do:

Work as part of the team to deliver positive customer sentiment and great business outcomes.
Create and execute compelling content that embodies the brand tone and visual aesthetic
Creation of new organic posts

Manage and engage with social followers, responding to comments, inquiries, and deleting spams
Generate regular performance reports that track results and surface actionable insights
Cultivate partnerships with like-minded brands, influencers and supporters
Create, maintain occasionally paid social campaigns to support fundraising events
Report on campaign performance

What you bring:

Passion for women rights and social justice
The ability to write stories to connect with our supporters,
Proactivity and analytical skills
Ever learning mindset
Demonstrate accountability, teamwork, integrity
Stay on top of trends and relevant International Days

Desirable

Professional work experience in Social Media Management
Experience copywriting for Instagram, Facebook, LinkedIn and Twitter.
Experience using Facebook Business Manager
Experience running paid campaigns
Experience developing content that captures a brand's tone/voice
Basic knowledge of analytical tools
Execute strategic digital marketing campaigns and analyse data to improve ROI