



4th Floor, 140 West St, Sandown, Sandton, 2196



+27 87 057 9833
+27 87 147 4581



recruitment@nerdw.com



NERDW.COM



Nerdware is proud to be on the lookout for amazing talent to join our team!

About Nerdware

Nerdware is an award winning Digital Full Service Agency focused on Technology, Strategy, Design, PR, Media and Content.

"We develop digital experiences that transform brands and grow businesses."

Our mission is to empower our clients with the ability to learn more about, understand better and interact more efficiently with your customers and stakeholders using our holistic, multi-channel marketing platform which is equipped with a range of powerful and integrated tools.

About the role

We are looking for a team member who will be responsible for the day-to-day management of paid digital marketing campaigns, which encompass paid search, display, and social advertising strategies for both B2B and B2C businesses.

As a Paid Media Specialist, your primary role is to create and optimize paid media channels, supporting the growth goals of the digital department. Your expertise will drive growth and success for organizations on various digital platforms. You play a vital role in developing and managing effective digital strategies and media buying.

Responsibilities

- Developing social media content plans aligned with the company's brand identity.
- Creating consistent and engaging content across all social media platforms by writing and editing social media posts.
- Improving customer engagement and promoting social media campaigns.
- Managing a high volume of daily social media posts.
- Timely communication with social media followers, promptly responding to their queries.
- Developing and managing social influencer programs and attending relevant events.
- Utilizing analytical tools like GWI, Google Analytics, Sprout Social, and Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Preparing monthly reports on social media marketing efforts.



4th Floor, 140 West St, Sandown, Sandton, 2196



+27 87 057 9833
+27 87 147 4581



recruitment@nerdw.com



NERDW.COM



- Develop social media marketing strategy for optimal results.
- Keeping up to date with best practices and emerging trends in social media.
- Assisting with other duties as needed.

Requirements and skills

- Diploma/Bachelor's degree in journalism, communications, marketing, or a related field.
- At least 5 years of social media experience, including planning and managing content in a corporate or agency setting.
- Excellent written and verbal communication skills with a thorough understanding of social media management and strategy.
- Familiarity with various analytics software.
- Strong multitasking and time-management skills, with the ability to prioritize tasks.
- Ability to thrive in a fast-paced, high-pressure environment.

What Nerdware will bring you

- A multiple Award winning smart, passionate, and fun team to collaborate with.
- A flexible working environment where we encourage forward-thinking and nurture ideas.
- We promote excellence at all levels in all roles and will work with you to ensure you are given every tool to succeed.

We look forward to meeting you!