

# Women's Health

## **Position: Social Media Manager**

*Women's Health*, the leading women's healthy lifestyle platform, serving a digital audience of more than 1 million readers each month, is looking for a Social Media Manager with great digital ideas to join the team. We're a multi-platform media company, spanning across print, digital and live events. The position requires a team player with great ideas, who is well-versed in all things digital and is willing to roll up their sleeves to build the best digital platform...ever.

The position reports to the Editor and Digital Editor can be based in Cape Town or Gauteng. It is a freelance, contract position, with an option to work out of a company office if desired, depending on location. They will be part of a small but influential team and will play a leading role in shaping social media and work closely with the team to guide editorial coverage across all platforms.

Responsibilities include but are not limited to:

### **Content and Strategy Management**

- Develop and implement a social media strategy and growth
- Plan, maintain and update the social media content calendar
- Boost posts whilst adhering to prescribed digital budgets and guidelines
- Ensure social media channels are consistently populated
- Create, schedule and analyse all social media updates
- Proactively innovate to identify new ways to grow social audiences
- Daily community management
- Fielding briefs and implementing them through the correct social media channels as per the strategy

### **Requirements:**

- A qualifications in journalism/media/communications/English and Digital Marketing is a bonus
- A minimum of 2 years experience in Digital within a publishing, magazine or agency environment
- 1 to 2 years' experience in creative writing and copy editing
- Strong editorial judgment about content, accuracy, tone and organisation
- A firm grasp of both social and wider digital metrics i.e. social metrics, analytics, video platforms, SEO and all other digital tools

### **Skills and Attributes:**

- Excellent writing and editing skills
- Expertise in content management systems
- Proficiency with Photoshop and/or Illustrator, InDesign, Canva
- Intuitive, analytical and a thorough understanding of how audiences consume social media
- An understanding of the commercial landscape of social media
- A passion for the brand

*Think you fit the profile? Send your CV and motivation to [gangoma@gmail.com](mailto:gangoma@gmail.com) and [rob@salientmedia.co.za](mailto:rob@salientmedia.co.za)*

**Note: For consideration, resumes must be submitted with a motivational letter, salary expectations, and if you have a portfolio, include a link.**