

VAN LOVEREN VINEYARDS



SOCIAL MEDIA COORDINATOR

Van Loveren has an exciting opportunity for an individual who is driven, passionate, enthusiastic and with excellent interpersonal and communication skills to join our team in Robertson.

Responsibilities:

Planning & execution of Social Media strategy

- Creating content & campaigns relevant to brands
- Building & managing the online community
- Optimising content for SEO
- Generating leads to online shop
- Creative writing
- Creative media (taking photos, cellphone videos)
- Basic creative design

Marketing & Media support

- Newsletters
- Media liaison & promotions
- Upkeep of brand assets (libraries, websites, spec sheets etc.)

Qualification & Experience:

- Qualification preferably in Communications/ journalism/ digital design/ Social media marketing
- 1-2 years' experience of social media management

Skills & Knowledge requirements:

- Outstanding creative writing, photography, basic design (examples of work will be required at the interview)
- A thorough understanding of Facebook, Instagram, Twitter and latest digital marketing trends and tools
- Passion for making connections, customer care, building an online community
- Ability to manage time effectively and meet deadlines
- Task-orientated and result driven

Requirements:

Must be based in Robertson or surrounding areas or willing to relocate.

Applications: Please send your CV to hr@vanloveren.co.za and for more information contact Anchané Koekemoer on 0236151505.

Closing date for the applications is on the 3rd of December 2020.

If you do not hear from us within two weeks after the closing date, you can accept that your application was unsuccessful.