SOCIAL MEDIA MAVEN

Job Ref. No: #JDMPR3392

2025 - 2026

- **Company Name** : Moris Media LLC
- **Designation** : Social Media Maven
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for the position of **Social Media Maven** in Canada. This role requires a highly skilled and innovative individual who will take the lead in managing and executing social media strategies for top global brands. As a Social Media Maven, you will be entrusted with optimizing the social media presence for high-profile clients across diverse industries. You will play a crucial role in enhancing digital engagement, building brand equity, and ensuring that social media campaigns not only align with the brand's vision but also drive measurable results. In this position, you will be responsible for developing and executing dynamic social media strategies that span across various platforms such as Facebook, Instagram, LinkedIn, Twitter, and YouTube. You will oversee the creation of compelling and creative content tailored to each brand's target audience while maintaining consistency in messaging and tone. Collaboration with the design, content, and marketing teams will be key in producing visually appealing and impactful campaigns. Furthermore, you will leverage social media analytics tools to track campaign performance, gain insights, and make data-driven decisions that ensure continuous optimization. Building and maintaining relationships with influencers and brand ambassadors will also be a core aspect of your role, along with driving engagement by responding to comments and messages in a timely manner. You will stay on top of industry trends and incorporate innovative practices to keep your campaigns fresh and competitive. This role will require a passion for social media, excellent communication skills, and the ability to think creatively and strategically. Your expertise will play a key part in helping top global brands expand their digital presence and maximize their reach.

Primary Responsibilities

• Develop and execute dynamic social media strategies to grow brand presence across multiple platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.).
• Create engaging, innovative, and high-quality content tailored to the target audience of each brand.
• Manage and curate content calendars, ensuring consistent posting and timely updates.
• Coordinate with design, content, and marketing teams to create visually appealing social media posts and campaigns.
• Monitor social media performance through analytics tools, provide insights, and make data-driven adjustments to campaigns.
• Identify and build relationships with potential influencers and brand ambassadors to increase engagement.
• Actively engage with followers, responding to comments and messages promptly.
• Stay up-to-date with industry trends and incorporate innovative techniques to maintain a competitive edge.
• Conduct market research to ensure the content resonates with the target demographic.
• Lead paid social media advertising campaigns, including budget management and optimization.
• Measure and report on campaign performance and ROI, adjusting strategies as needed.
• Collaborate with the PR and Digital Marketing teams to align messaging and enhance overall brand communication.
• Coordinate social media promotions and partnerships with other marketing teams and external agencies.
• Ensure consistent brand voice, message, and image across all platforms.
• Provide recommendations for further brand enhancements based on audience feedback and market insights.

Required Skills

- 3-7 years of experience in social media management, preferably with high-profile global brands.
- Strong creative skills with the ability to develop innovative and engaging content for diverse audiences.
- Proficient in social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube) and tools such as Google Analytics, Hootsuite, and Buffer.
- Exceptional communication skills, both written and verbal, with an ability to craft compelling and persuasive messages.
- Proven experience in managing social media advertising campaigns (Facebook Ads, Instagram Ads, LinkedIn Ads) with a focus on optimizing ROI.
- Strong organizational and time-management skills, with the ability to handle multiple campaigns simultaneously.
- Ability to analyze social media performance data and make data-driven decisions to improve results.
- Skilled at building and maintaining relationships with influencers, brand ambassadors, and industry leaders.
- Experience in creating and maintaining content calendars to ensure consistent posting and timely updates.
- Ability to stay updated on social media trends, tools, and best practices, integrating them into campaigns.
- A creative mindset with a passion for social media and an understanding of brand-building strategies.
- Ability to work collaboratively with cross-functional teams, including design, content, and marketing teams.
- A keen eye for detail, ensuring consistent and on-brand messaging across all social media platforms.
- Open to traveling as required for client meetings, campaign shoots, or industry events.

- Strong problem-solving skills with a proactive approach to tackling challenges in campaign execution.

Qualifications & Experience

1. Bachelor's degree in Marketing, Communications, or related field.
2. Proven track record in social media management, particularly for top-tier brands.
3. Advanced understanding of social media platforms and tools for content management and analytics.

Experience:
• 3-7 years of experience in social media management, ideally with experience managing high-profile global brands or in a digital marketing agency setting.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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