

Social Media / Paid Advertising Specialist H/F

Our client:

a global NGO based in Geneva.

Role & Responsibilities:

Our client is seeking a Social Media Paid Advertising Specialist to support the Social Media Lead in establishing a paid advertising social media framework and best practices, with particular emphasis on establishing country permissions, identifying changing platform algorithms and how they are applicable to the NGO accounts.

Priority on Facebook, Instagram and Twitter advertising.

- Establish Facebook, Instagram and Twitter paid social media frameworks
- Establish country and regional permissions for content promotion
- Identify opportunities for content promotion in target markets
- Integrate paid advertising best practices into existing social media plans
- Provide related training and support to social media staff

Profile:

- Extensive experience in using social media advertising platforms
- Experience in navigating Facebook, Instagram and LinkedIn business and creative studio platforms
- Familiarity with changing platform algorithms and best practices
- Experience working with an international organization, preferably in global health or international development

Due to COVID-19 restrictions, work is to be performed remotely

Contract type: Temporary - December 2021

Rate of activity: 100%

Starting date: Immediately

We guarantee you to handle your application in total confidentiality

Consultant responsable du mandat : Mouhssine Moudrik

Ref : JD1820013765