

## SOCIAL MEDIA EXECUTIVE

Kitedreams is looking for a digital creative who will strategise and execute social media plans, and curate content to inspire individuals to dream bravely and live boldly.

If you love exploring creative ways of content-sharing and enjoy the challenge of adapting to the ever-changing social media landscape, we'd love for you to consider joining us.

This role will give you the opportunity to build an online Kitedreams community and change lives through digital media. You will report directly to the CEO and Administrative Executive.

### IN THIS ROLE, YOU'LL GET TO:

- Develop social media communication strategies to support Kitedreams' digital content plans across different social media platforms and achieve needed distribution goals
- Conceptualize and curate social media campaigns to engage and build a Kitedreams online community
- Manage social media platforms and execute plans across different channels creatively
- Ensure consistent brand voice in all content
- Monitor and analyze social media accounts statistics and key performance metrics to generate performance reports
- Coordinate and manage social media calendars to ensure deadlines are met
- Be a project manager for projects outsourced to volunteers or external vendors/freelancers
- Edit short videos for Instagram reels

### WE ARE LOOKING FOR PEOPLE WITH:

- Minimum 1 year of Digital Content/Marketing experience OR Diploma/BS in Communications, Marketing, Business, New Media or Public Relations
- Excellent communication skills, both written & verbal in English
- Ability to copywrite
- Meticulous, able to multi-task and deliver within the agreed upon timelines
- Able to work well under pressure with minimal supervision, with good problem-solving and excellent organizational skills

- Team player with positive learning attitude
- Strong leadership and communication skills
- Good knowledge of digital trends
- Proficiency in Adobe Photoshop, Illustrator, Adobe Premier Pro/Final Cut Pro is a bonus
- Demonstrable knowledge in social analytics tools (e.g. SEO, Google Analytics, YouTube and Facebook statistics)

#### TIME COMMITMENT:

- Minimum 1 year commitment. Minimum 20 hours a week.
- Part-time with the option to convert to a full-time position. Hours open to discussion.
- Interested candidates may send their resume and portfolios of past projects to [hello@kitedreams.org](mailto:hello@kitedreams.org)

#### WHAT YOU'LL GET:

- Flexi-work hours and hybrid work arrangement
- Regular 1-on-1 check-ins with our CEO
- Opportunity and flexibility to grow, dream and innovate the work at Kitedreams
- Chance to be part of a faith-filled, faithful community whose passion is to inspire others to dream bravely and live boldly

You might be someone exploring a job switch, or a stay-at-home parent who's been out of the work force for a while. Whatever the case, don't let your confidence gap hold you back. If this is a role you're passionate about, please take a bold step of faith to apply. We don't want to miss meeting an incredible candidate. We'd love to hear from you!