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International Social Media Lead

Description

Ant International is looking for a Social Media Lead with a strong content marketing background to join a high-performing and fast-paced team. They will drive the growth and execution of our social marketing around the world, being responsible for the tools, agencies, and influencers they use, and will establish cross-platform and cross-region best practices. They will work collaboratively with the head of digital, head of organic and regional marketing leads to deliver on global and regional requirements.

The ideal candidate will be proactive, highly organised, creative, and passionate about all things social and content. They'll be able to communicate clearly and confidently at all levels, build relationships quickly and work collaboratively with a range of stakeholders internally and externally.

Responsibilities

- Establish and grow our social channels
- Plan, develop and implement the social media strategy and calendar for our corporate social channels globally (excluding China), with the support of agencies, PR and content creators.
- Support the paid media team on paid social content, creative, performance and best practice ensuring alignment of organic and paid. The Social Media Lead will be the ultimate owner of all social content and creative.
- With support of agencies and freelancers, create content specifically for social and paid channels and work closely with designers and content creators, by initiating briefs and coordinating execution.
- Support the C-suite and senior leads with their content to support business objectives
- Act as a brand guardian ensuring a consistent tone of voice and visual identity when conceptualising, approving, and executing content.
- Manage partnerships and co-marketing opportunities to grow and leverage business relationships and brand collaboration with influencers (KOLs) and ecosystem partners such as technology and government partners.
- Where and if required outside of existing agency support, be self-sufficient in basic creative design to deliver social posts.
- Set goals and KPIs to prove measurable growth and brand engagement contribution. Work with the data and insights team to build a dashboard to showcase and track progress.

Qualifications

- 5+ years' experience in social media marketing (including paid and insight into evolving trends).
- Experience in a complex, global business and in B2B SaaS or B2B fintech is desirable.
- Experience running corporate social accounts and working with C-suite on their personal brands.
- Passionate about social and fintech.

Hiring organization

Ant International

Headquartered in Singapore, Ant International powers the future of global commerce with digital innovation for everyone and every business to thrive. In close collaboration with partners, we support merchants of all sizes worldwide to realize their growth aspirations through a comprehensive range of tech-driven digital payment and financial services solutions. Ant International is the international business unit of Ant Group, the owner and operator of Alipay.

Employment Type

Full-time

Job Location

Singapore, Singapore

Date posted

April 22, 2024

APPLY

- Experience managing content creators and agencies.
- Strong knowledge of social platforms, including LinkedIn, TikTok, Facebook, Instagram, YouTube, and Twitter.
- Adaptable and hardworking – used to working in a fast-paced and changing environment.
- Proven project management skills, including managing simultaneous deliverables, delivering to tight deadlines, budget management and post-implementation analysis.
- Excellent verbal and written communication skills, and the use of these to manage a wide range of stakeholders.
- Ability to build strong relationships with regional marketing leads, agencies, and content creators.