

## **SMM Specialist**

### **Job Description:**

Are you an SMM guru? Do you generate dynamic, engaging content, and check your IG and FB accounts first thing in the morning, every morning? If your answers were yes, consider channeling your creative ideas as TUMO's next Social Media and Marketing Specialist. In this role, you'll help promote our educational program, which gives teens in Armenia and abroad the latest skills in technology and design. Join the TUMO Communications team and help make our social media presence even cooler.

### **Duties and Responsibilities:**

- Write, edit and translate various types of articles for the official website [tumo.org](http://tumo.org)
- Strategize online content production and scheduling
- Manage the center's social media accounts, including but not limited to Facebook, Twitter, Instagram and LinkedIn
- Regularly research new technologies and trends in social media
- Track and analyze analytics reports to gain insight on traffic and effectiveness, then utilize this information to positively affect future outcomes
- Write announcements, press releases and prepare information for the media, posters and presentations
- Track media coverage and discussions on social media about the center

**Education and Experience:**

- Bachelor's degree in a related field (journalism, linguistics, etc.)
- 2+ years' experience in digital marketing, social media or communications
- Excellent knowledge of social media tools
- Multitasking, flexible, creative
- Excellent skills in written and verbal communication, story-telling and reporting
- Strong editing and proofreading skills
- Good time-management skills

**Application procedure:**

To apply, please send a resume or a portfolio to [jobs@tumo.org](mailto:jobs@tumo.org). Please mention "SMM Specialist" in your subject line.

**Application deadline: March 6, 2019.**