

Purpose & principles

Social Media Manager Job Brief

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Company culture

If you can commit to and live with the following purpose and principles then you are the type of person that will be successful and help our company thrive. If you feel this level of engagement is not right for you or you are not willing or able to participate with us at this level we are not a good fit for you.

Our expectation is that you will take the steps necessary to do what you say you are going to do and be accountable for your actions, in other words live above the line.

We understand that not every person is ready for this level of performance and we appreciate the honesty of those who decide that this is not the right place for them. On the other hand you would make an ideal candidate to join our company if you are willing to commit to the following principles:

- Accountability. See it, own it, solve it, do it.
- Become part of the solution.
- Respect for others and their feelings.
- Act now.
- Ask the question: what else can I do?
- Ask the questions: What coaching do you have for me? What can I do better?
- Personal ownership and pride.
- Reject average.
- Show others that you care.

Core purpose

Kirby Browne's purpose is to build and invest in internet based businesses with recurring income models and long-term interconnectedness and symbiosis.

Core principles

Radical truth and integrity

Staying true to purpose (Suivez le raison). Facing the brutal truths while believing in the long-term mission. Doing what is right (as opposed to what is easy).

Radical transparency

Retaining the right people, be it employees or clients, through radical transparency. Commitment to building principles and following them for all areas of company operations. These principles can be used a basis from which to deal with any situation (Decision matrix development - how to deal with another one of those).

Developing a true idea meritocracy

All opinions are given credence and will be heard. Lead with questions not answers. Engage in dialogue and debate, not coercion. Conduct autopsies without blame.

A mindset of locking in value from the start

All projects are based on the principle of profit first. Only engage in activities that will keep the company's profits healthy and always make decisions from a viewpoint of: is this growth for the sake of profit (as opposed to growth for the sake of growth or the look of it). Putting profit first is not inherently bad so long as it is based upon these core principles. The more profit we make will allow us more options to reward employees and offer the best service while making the impact we want to make.

Sustainability

Adding value to community through sponsorship of online portals which serve a need to engender community action, spirit and help.

Bearing in mind the well being of all stakeholders and engaging in no practice that does not benefit all whom it concerns or breaks the primary principle of radical truth and integrity.

Treating employees fairly and giving them a voice within the framework of radical truth and transparency.

Excellence in service support and convenience

Driven by the principles of radical truth and integrity we commit to providing world-class customer service and resolving customer queries rapidly

A passion for and investment in automation and systematization make it convenient, stress-free and predictable for customers when dealing with us

We are always friendly, polite and professional in everything that we do

A passion for systematization and automation

Building systems to automate revenue generation. Principles allow for the systematization of decision making.

Job brief

We are looking for a talented Social media manager to administer our company and clients' social media accounts. You will be responsible for creating original text and video content, managing posts and responding to followers. You will manage our brand image in a cohesive way to achieve the marketing goals.

As a Social media manager, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's and clients' views creatively.

Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

Responsibilities

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

Reports to

- 1st - Digital Marketing Manager
- 2nd - Digital Account Executives

Requirements

- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills
- BSc degree in Marketing or relevant field
- Very good knowledge of MS Office
- As we are an Apple Mac based company a working knowledge of Mac OS would be an advantage but not required, a willingness to learn and adapt is

What to expect from us

Small company with big aspirations

We have plenty of determination and drive to be the best in our chosen core focus area.

We follow the principles of:

- Respect for each other
- Opinions are given credence and will be heard
- Facing the brutal truths while believing in the long-term mission
- Doing what is right (as opposed to what is easy)

Environment of opportunity

Foremost, you can expect to be provided with an environment of opportunity in which hard work and achievement are rewarded. This means you will be encouraged to grow as fast as you can, broadening your capabilities and building your experience every step of the way. You will be allowed to assume all the responsibilities you can handle.

This environment of opportunity should allow you to take common sense risks with the assurance that you will be rewarded if you are right and not punished if you turn out to be wrong.

Fair remuneration

We offer fair remuneration and encourage you to grow your responsibilities and therefore your remuneration.

We are offering up to US\$700 gross per month for this position, dependent upon experience.

Medical aid

We will pay 50% for your individual membership to the CIMAS iCare plan.

Annual paid leave

We offer 22 days annual paid leave which accrues at 1.83 days per month. Team members are encouraged to take their leave as recharging your batteries is important for you to commit to the level of performance required.

Flexibility

We operate business hours from 8:00am to 4:30pm Monday to Friday from our office environment in Borrowdale, Harare.

We however do understand that life throws you the occasional curve ball or school run and are flexible with working hours and locations with the proviso that the work gets done efficiently, professionally and in a timely fashion.

We can also accommodate flexibility in your annual leave, within reason.

Communication, communication, communication

The three tenets of a happy workplace. We operate an idea meritocracy and actively encourage team members to question assumptions, talk, discuss, debate and question everything.

Coaching and continuing professional development

We understand that continuing professional development is important because it ensures you continue to be competent in your profession. It is an ongoing process and continues throughout your career. We will pay for you to have a LinkedIn Learning account valued at US\$40 per month. Learn more at <https://www.linkedin.com/learning>

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How to apply

Apply online

You can apply online at <https://www.kirbybrowne.com/careers/apply>

Apply via email

We're happy to receive your CV and introduction letter explaining why you would be a good fit for our company by email at careers@kirbybrowne.com

Unsolicited phone calls and visits

Please note that we follow a strict process when advertising an opening and will only accept applications via online form submission or via email.

Unsolicited phone calls or visits in regard to employment will actually damaged your chances of securing a position and are actively discouraged.

