



Social Media Expert

Employer: CBS Creative Business Solutions
Location: Tirana
Status: Part Time

General Scope of the Position

The Social Media Expert will be responsible for the management of [IntoAlbania](#)'s pages in Social Media (Facebook, Instagram, Twitter etc.). He/ she will be responsible for developing and publishing daily social media content. The Expert is expected to engage with followers in real time and create an interactive relationship between audiences and www.intoalbania.com platform. We are looking for a person who can enhance our brand and build strong online communities through our various social media platforms. He/ she will also be required to collect and review social media data to develop more effective campaigns and social media strategies. He/ she should be highly inquisitive, talented writer/ blogger, very updated and proficient in contributing to social media channels, handling photos, cool under pressure and good at absorbing information quickly. This position reports to IntoAlbania Digital Tourism Development Expert.

Duties & Responsibilities

- Manage and optimize IntoAlbania's social media pages to increase the visibility of IntoAlbania's social content;
- Publish and share daily social media content (original articles, text, images, video) that builds meaningful connections with audiences and encourages action;
- Work closely with IntoAlbania's Editorial Team to create weekly social media publication calendars and schedules;
- Keep updated with www.intoalbania.com content including travel and destination articles, blogs, recommendations;
- Build social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification;
- Develop social media campaigns that help to achieve IntoAlbania's marketing goals;
- Develop periodical reports on social media insights & metrics to the project management;
- Outline any necessary changes to the digital marketing/social media plan;
- Ensure top quality and consistency of messages across multiple networks.

Skills and Qualifications

- BSc in Media & Communications, Journalism, Marketing, Literature or equivalent background
- Proven working experience in social media marketing or blogging of at least 2 years
- Ability to create interesting posts, to have a keen eye for photos, videos, live posting
- Excellent writing, editing (photo/video/text), presentation and communication skills
- Knowledge of online marketing and good understanding of major marketing channels
- Demonstrable social networking experience and social analytics tools knowledge
- Smart, creative and savvy social network user with high connectivity and influence
- Passionate about the new advancements in social media
- Team player determined to get things right and able to work harmoniously with colleagues
- Excellent verbal and written communication skills in Albanian and English language.

How to Apply:

Interested applicants should submit a brief cover letter and a current resume before **10/08/2018** to info@cbs.al and include "Social Media Expert" in the subject line.

Background

IntoAlbania (Innovative Tourism in Albania) is a three-year USAID and Sweden funded program supporting the development of tourism in Albania. The project aims to lead digital transformation through technology solutions that connect the traveler with the best of Albania's culture, experiences, heritage, nature, lifestyle and local economies. The project has recently launched www.intoalbania.com – a destination marketing platform for Albania that combined with IntoAlbania app will facilitate trip planning and daily navigation while enhancing the traveler's experience. IntoAlbania is now on Facebook and Instagram.

About CBS

Creative Business Solutions (CBS) is an economic development organization with consulting and project implementation expertise in Tourism, Agriculture, Access to Finance, Green Energy etc. In partnership with USAID, Sweden and other international donors, CBS has implemented Development Projects reaching \$50 Million new investments, creating 1,200 new jobs and assisting over 400 SME's. The organization works with highly qualified partners to develop technology-oriented products including IntoAlbania.com, IntoAlbania app, Agroweb.org, LORES, AGIS, ifeed.news etc.

www.cbs.al