



# Social Media Expert

**Employer:** CBS Creative Business Solutions  
**Location:** Tirana  
**Status:** Full Time (Internal Position)

## **Background**

IntoAlbania (Innovative Tourism in Albania) is a three-year USAID and Sweden funded program supporting the development of tourism in Albania through digital practices. The project has recently launched [www.intoalbania.com](http://www.intoalbania.com) - the destination marketing and travel platform for Albania and IntoAlbania app – the digital tourism pocket guide to the country. IntoAlbania's mission is to connect the global traveler with the best of Albania's authentic experiences, culture, nature, heritage, lifestyle and local economies. IntoAlbania is now on Facebook and Instagram.

## **General Scope of the Position**

We are seeking for a highly creative and talented Social Media Expert to join IntoAlbania's team. The Social Media Expert will be responsible for the management of [IntoAlbania's](http://www.intoalbania.com) pages in Social Media while elevating presence in the social platforms. We are looking for a person who can enhance our brand and build strong social media communities. The Expert is expected to engage with followers in real time and create an interactive relationship between audiences and [www.intoalbania.com](http://www.intoalbania.com) platform. He/ she will be responsible for producing and publishing daily social media content in writing and graphics. He/ she will also be required to review social media data and develop effective campaigns and strategies. This is an internal position that reports to the Digital Tourism Development Leader.

## **Duties & Responsibilities**

- Manages and optimizes IntoAlbania's social media pages to increase the visibility of IntoAlbania's social content and create positive interaction with [www.intoalbania.com](http://www.intoalbania.com);
- Builds a lasting and engaged social media community and helps IntoAlbania achieve its highest level goals in terms of acquisition of followers/ fans and social engagement;
- Builds meaningful connections with audiences, provides real-time responses and encourages action with [www.intoalbania.com](http://www.intoalbania.com) site;
- Creates social media content including eye-catching and quality graphic and visual content as well as captivating social media writing;
- Publishes and shares daily social media content (original articles, graphics and visuals);

- Develops social media campaigns, manages social media advertising and paid ads in accordance with the approved marketing plans and marketing goals;
- Shares and promotes social content with SEO and content marketing factor in mind;
- Builds social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification;
- Works closely with IntoAlbania's Editorial Team to create weekly social media publication calendars and schedules;
- Keep himself/ herself updated with [www.intoalbania.com](http://www.intoalbania.com) content including travel and destination articles, blogs, recommendations;
- Develops weekly reports on social media insights & metrics to the project management;
- Ensure top-notch quality and consistency of messages across multiple networks.

### **Skills and Qualifications**

- BSc in Media & Communications, Journalism, Marketing or equivalent background
- Proven working experience in social media marketing or blogging of at least 2 years
- Ability to create interesting posts; a keen eye for design, photos, video and the ability to source and edit images is a must-have
- 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
- 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 **07/12/2018** to [info@cbs.al](mailto:info@cbs.al) and include "Social Media Expert" in the subject line.

### **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. CBS partners with international donors including USAID, Sweden, EU, and other international partners etc. The organization works with highly qualified partners to develop technology oriented products including IntoAlbania.com, IntoAlbania app, Agroweb.org, LORES, AGIS etc.

[www.cbs.al](http://www.cbs.al)