

UG - Social Media Manager

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Company: Jumia

Location: Uganda

Category: business-and-financial-operations

About Jumia :

Jumia believes that technology has the potential to transform everyday life in Africa for the better. Jumia was built to help consumers access millions of goods and services conveniently and at the best prices while opening up a new way for sellers to reach consumers and grow their businesses.

Listed on the New York Stock Exchange (NYSE) in 2019, Jumia is the leading e-commerce company in Africa, operating in 11 countries. The Jumia platform consists of a marketplace, which connects sellers with consumers, a logistics service, which enables the shipment and delivery of packages from sellers to consumers, and a payment service, JumiaPay, which offers a safe and easy solution to facilitate online payment transactions. The company offers goods across a broad range of categories, such as phones and electronics, home appliances, fast-moving consumer goods, fashion and beauty.

Job Objective

As Social Media manager, your role will be to support Jumia developing its brand across SoMe channels (Instagram, FB, YouTube, Twitter and TikTok).

You will leverage and develop Jumia's community of influencers.

You will execute our content strategy across all SoMe, designing posts that generate engagement.

Ultimately, your goal will be to contribute to positioning Jumia a relevant and engaging

brand, associated with trendy content and positive conversations. Thus, you will be at the core of the Jumia brand building strategy.

You will need to be extremely tuned to trends, influencers, and generally speaking be completely passionate about Social Media.

Responsibilities

Plan and execute quality content aiming to improve Jumia's content quality.

Make checks on all our SoMe on a daily basis

Plan content weekly to ensure posts generate the right level of engagement

Collaborate with graphics team to ensure quality visuals for your content

Be ahead of the curve for all the viral trends

Trending products, challenges, reposts, videos, etc....

Share best practices across countries

Generate weekly plans and reports to improve KPIs

Monitor implementation and scale up Jumia's relationship with influencers

Ensure growth on # influencers participating to Jumia's campaigns

Assess the quality of the influencers and emulate the community

Frequently interact with them to ensure they are excited to work with Jumia

Monitor the impact of their posts on KPIs and steer performance

Scale the # orders driven through influencers

KPIs to Evaluate Success

Number of influencers and number of orders driven from their content

Average Engagement on IG, FB and Twitter

Daily Active Users driven from social platforms

Routine compliance (weekly report, weekly content plan, monthly planning with influencers, weekly CMO review)

Qualifications & Experience

Passion for social media scene and trends

Fast learning abilities and analytical skills

Previous experience with social media (eg working in an agency) a plus

Well organized and ability to simultaneously handle multiple projects

Excellent communication skills in English, and willingness to be immersed in a very international and entrepreneurial environment

We Offer :

A unique experience in an entrepreneurial, yet structured environment

A unique opportunity of having strong impact in building the African e-commerce sector

The opportunity to become part of a highly professional and dynamic team

An unparalleled personal and professional growth as our longer term objective is to train the next generation of leaders

Please ensure to only apply for jobs with Jumia through our official website. Jumia will never charge you a fee to apply for a job: be wary of websites that claim to help you apply for a Jumia job or that charge a fee to get you a job.

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