



THIS IS AN OPPORTUNITY FOR YOU TO BE A PART OF THIS PRESTIGIOUS JOURNEY WITH US!

SOCIAL MEDIA EXECUTIVE

Simpson's Forest - Luxury Boutique Resort & Spa - Kandy is seeking a dynamic and creative Social Media Executive to join our team. The ideal candidate will be responsible for managing and enhancing our social media presence, creating engaging content, and developing strategies to connect with our audience.

Responsibilities

- ❖ Develop and execute social media strategies across various platforms (e.g., Instagram, Facebook, TikTok, Youtube and LinkedIn).
- ❖ Design engaging visuals for social media posts and promotions.
- ❖ Create and schedule social media stories & reels in line with our brand.
- ❖ Manage influence campaigns, including outreach and collaboration.
- ❖ Handle paid advertising through Ads Manager to maximize reach and conversions.
- ❖ Develop and maintain a monthly content calendar for consistent posting.
- ❖ Monitor and respond to social media interactions, fostering a positive community.
- ❖ Collaborate with the marketing team to ensure cohesive social media strategies.

Requirements

- ❖ Proven experience in social media management, preferably in the hospitality industry.
- ❖ Strong communication and creative skills.
- ❖ Ability to work independently and as part of a team.
- ❖ Knowledge of social media analytic tools.

To Apply:

Please send your resume to rm@simpsonsforest.com

