

## Job Description

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**Position:** Social Media Marketing Specialist (\*Seasonal)

**Location:** Green Coast

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**Department:** Marketing

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### Job Summary:

The Social Media Marketing Specialist develops, implements, tracks, and optimizes the company's social media presence to increase brand awareness, generate digital channel traffic, and increase online/offline audience engagement, but especially generate concrete leads/interests for projects managed by Balfin Real Estate & Hospitality. The ideal candidate will have a strong understanding of social media platforms and content creation. Collaborate with cross-functional teams, including marketing, sales, customer service, and PR, to align social media efforts with overall business objectives and ensure consistent brand messaging across all channels.

*This position is seasonal and will require relocation to the Green Coast during the summer months. Accommodation will be provided during the relocation period.*

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### Main responsibilities:

- Develop and maintain comprehensive Social Media Content Plans, ensuring alignment with the company's marketing objectives and target audience;
  - Create captivating and engaging Stories on social media platforms to enhance brand visibility and user engagement;
  - Consistently post high-quality content across various social media platforms, adhering to a well-planned content calendar;
  - Collaborate closely with designers and copywriters to craft compelling content that resonates with the target audience and reflects the brand's voice;
  - Content creation, including taking (shooting) high-quality photos and videos;
  - Content creation, including generating creative and compelling captions for posts, ensuring consistency, and leveraging relevant hashtags.
  - Ensure the quality of all social media content by implementing best practices, including proofreading, formatting, and adhering to brand guidelines;
  - Analyze and optimize key metrics such as reach, engagement, and conversions, leveraging social media analytics tools to make data-driven decisions and improve campaign performance;
  - Conduct thorough competitor research to identify industry trends, benchmark performance, and gain insights to refine social media strategies and stay ahead of the competition;
  - Conduct regular social media audits to evaluate the effectiveness of current strategies, identify areas for improvement, and propose innovative approaches to optimize social media presence;
  - Systematically reports on the company's digital activities, projects, and competition.
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**Other Qualifications:**

- To have experience in working with a professional camera;
- To have experience in taking high-quality photos and videos;
- To be able to work without/or with little supervision;
- To have good communication skills;
- To work well with a team to achieve targets;
- To have the ability to follow up and solve problems;
- Good knowledge of the English language;
- Previous work experience in marketing and content creation.

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**How to apply:**

All interested parties can apply by sending their CV and content portfolio (photos, videos, reels, story, and posts) to the link [hr@greencoast.al](mailto:hr@greencoast.al) with subject GC\_SMM\_SEASONAL.

\* All applications will be treated with complete confidentiality according to law no. 9887 decided by the Albanian Parliament on "Personal Data Protection"