



Mercular.com is a specialized E-commerce Hobbyist Shopping Platform. We are the top-tier website strongly providing all the hobbies related products including gaming, gadgets, headphone and speaker and more. We are a startup company with rapid growth (extremely fast), our financial strength is strongly backed up by many well-known investors. If you love challenging yourself to explore skills, experience, passion and ideas to work in a warm and flexible environment, please come to join our team and grow together.

Position: Social Media Specialist

Responsibilities:

- Manage social media platform including but not limited to Facebook, Google AD, IG, Twitter, Youtube, LINE, and Tiktok
- Strategize, plan and create content to post on social media to engage the online community and increase traction on the various platforms
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content that builds meaningful connections and encourages community members to take action
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Explore new function of the platforms and propose new engagement posts accordingly
- Monitor campaign results, compile learnings and modify plan to further enhance the campaign result and achieve campaign's KPI (e.g. contingency plan)
- Monitor competitor's Social Media activities, results and provide adequate analysis
- Handle for operating content marketing initiatives to drive traffic and engagement that deliver sales and customer retention.

Qualifications:

- Diploma/Bachelor's degree is required, preferably in Communications, Marketing, Business, New Media or Public Relations
- Previous work experience managing social media platforms and content creation is preferred
- Good communication skills in English is a must have (proficiency in an additional language is a plus point)
- Excellent understanding of local communities
- Detailed oriented and a creative problem solver
- Strong project management and executional abilities
- Keen sense of creative aesthetics and design
- Strong work ethics and performance-driven
- Reliable and good team player who enjoys a fast-paced environment

Mercular Co.,Ltd

139 Sethiwan Tower, 17th Floor, Pan Rd, Silom, Bang Rak, Bangkok 10500

Website : www.mercular.com