

Social Media & Content Specialist



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Phone :

Web :

Job Summary

Vacancy :

Deadline : Dec 06, 2025

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Employment Status : Full Time

Experience : 1 - 3 Years

Salary : 100000

Gender : Any

Career Level : Mid Level

Qualification :

Job Description

About the job

About the Role

We're looking for a creative and strategic Social Media & Content Specialist to lead the direction, design, and daily management of our social channels. You'll be responsible for shaping our brand voice across YouTube, Instagram, and LinkedIn, developing content that drives engagement, and continuously improving performance through data-driven insights.

What You'll Do

- Manage social channels (YouTube, Instagram, LinkedIn): plan, post, and engage daily. Provide designs and content ideas to senior leadership to post consistently on LinkedIn
- Drive brand and creative direction to ensure a consistent, high-quality visual and messaging identity. This includes designing and maintaining standardized templates for posts, stories, and videos
- Coordinate and edit short video interviews/testimonials with customers and community members, as well as long-form podcasts. Storyboard longer-form adverts and videos, providing creative direction and production support
- Refresh and optimize our existing channels, from visuals to profile photos to "about" sections.
- Support the creation of assets for paid ads across Facebook, Instagram, Google, Youtube, LinkedIn and other platforms as required.
- Generate daily content ideas aligned with brand goals, trends, and audience interests
- Monitor performance metrics (engagement, reach, conversions) and use insights to improve results

What We're Looking For

- 2–4 years of experience managing social media for a brand, agency, or startup
- Strong design sense and familiarity with tools like Canva, Figma, Adobe Creative Suite, and/or CapCut
- Comfortable filming and editing short-form video (Reels, Shorts, testimonials)
- Understanding of social analytics, growth tactics, and brand positioning
- Excellent written English and creative storytelling skills
- Self-starter with a proactive approach and ability to work independently

Nice to Have

- Experience with B2B or tech brands
- Basic video lighting and audio setup knowledge
- Familiarity with paid social and performance tracking

Why Join Us

You'll be part of a small, fast-moving team with creative freedom to shape how our brand shows up online. This is a hands-on, high-visibility role with opportunities to experiment, grow, and make a real impact.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits

Competitive, experience-based salary Exposure to international accounting clients and standards
Continuous professional development and training Supportive, growth-focused work culture