

Social Media Manager

Job Description

Executive Summary

GreenLITE™ is a registered trademark of Greenlite Concept Systems Services Nigeria, fully incorporated with the corporate affairs commission (CAC) Nigeria. We are located in the Federal Capital Territory and currently operate within the electric utility industry in four states; Kogi, Nassarawa, Abuja and Niger state.

We are regulated by the National Electricity Regulation Commission (NERC) of Nigeria and are compliant with their standards and procedures while conducting our business. We conduct business by innovating value, empowering our customers to exploit such values through technology, measuring the results and benefits of our value to the customer and keeping a smile on the faces of our customers.

Our Vision

Our vision is to bridge the gap between energy providers and all tiers of consumers by offering flexible and convenient systems capable of enhancing customer experience, ensuring accountability and improving market growth.

Our Values

We believe in honesty, transparency and integrity. We pride ourselves in delivering our services efficiently to guarantee customer satisfaction. We operate with excellent work ethics and our code of conduct ensures respect for people and compliance with all relevant legislation and regulations.

Our Products

Our products were designed with customer inclusion in mind. Our research and development team took the penetration rate of mobile and internet in Nigeria into consideration and didn't neglect the large percentage of customers who have limited access to data or mobile devices. Our products include;



greenlite.com.ng

greenlite.com.ng is a native built, robust web application that enables users to purchase electricity units (eunits) online seamlessly. This platform is custom designed to accommodate plugins and API's across all programming languages. It is hosted on a secure apache server and backed by geotrust SSL to ensure the safety of our users' data and transactions. Our Financial clearing house and resolution centre is provided by Paystack® which is currently the best payment resolution platform in Nigeria.

greenLiTE Mobile App

We are currently testing our mobile application which will be launched soon to better serve our fast growing customer base. This application will further improve customer experience. It will be available on android and IOS users.

greenLiTE USSD ®

Our dedicated USSD (unstructured supplementary service data) code caters for offline customers who either have limited access data or smartphones. The USSD code was designed with a simple 3 step procedure for validation, payment and vending of e-units. It is available and can be implemented across all telecommunication networks in Nigeria.

Summary of Position

We are looking for a Social Media Manager to join our team and enrich our website and social media channels with new engaging and educative content daily.

The social media manager responsibilities include conducting thorough research on industry-related topics, trends, generating ideas for new content types and proofreading before publication. If you're familiar with producing online content and have an eye for detail, we'd like to meet you. Feel free to share samples of your work or portfolio of your published content, along with your application.

Ultimately, you'll deliver quality content in line with our vision, core value and offerings that appeal to our growing audiences, attract customers and boost brand awareness. The social media manager is currently supervised by the Chief Executive Officer.

Key responsibilities include:

- Research industry-related topics & trends (combining online sources, interviews and studies)
- Content Creation
- Cross platform content creation and management
- Cross platform customer sensitization and engagement
- Marketing copy creation for promotions on all social media platforms
- Content management and distribution
- VoC analysis and formulation of strategy
- Marketing campaign management
- Customer success identification and content optimization
- Content Vetting & Proofreading for brand consistency (style, fonts, images and tone)
- Managing digital assets (Video, Graphics, Audio etc.)

Qualifications

1. BSc. Marketing, Engineering, Economics, Business Administration or similar required
2. Proven work experience as a Social Media manager, Content Writer, Copywriter, Graphics Designer, PR or similar role
3. Portfolio of published content (audio, video, illustrations or written content), successfully managed brands
4. Hands on experience with facebook ads manager, google ads manager, google analytics ,twitter, instagram and linkedin
5. Hands on experience with Adobe Suite (Photoshop, Illustrator)



6. Experience in conducting industry based research using multiple sources
7. Familiarity with web publications
8. Excellent writing and editing skills in English
9. Hands-on experience with Content Management Systems (e.g. WordPress)
10. Ability to meet deadlines

Compensation

Negotiable upon experience.

To Apply

Please submit your resume and portfolio discussing your qualifications and interest in this position electronically to jobs@greenlite.com.ng. Ensure that the subject line of your email is **SOCIAL MEDIA MANAGER - 1062920**.