



# Situation Vacant

## Social Media Lead

Beacon Media Group is seeking to recruit a Social Media Lead. The selected candidate will be responsible for planning, creating, distributing and monitoring content across its social media channels, including Facebook, Twitter, Instagram, Tiktok and LinkedIn. The key competence determines how effectively content created by the newsroom of Newsbook.com.mt and by the audio-visual radio station 103 Malta's Heart, is repurposed and maximised to portray our brand values online.

The post of Social Media Lead will enable the digital team to improve its social media presence and help enhance results in key areas, including traffic to the news website, attracting listeners to the radio station and overall engagement.

Due to the nature of the industry we work in, flexibility is required in this role to meet the exigencies of the newsroom as they may arise.

The ideal candidate must:

- Be in possession of a bachelor's degree in marketing, digital marketing, communications or a related field.
- Have a minimum of 3 years experience working in creating and implementing social media strategies. A background in journalism would be considered an asset.
- Be able to develop quarterly social media strategy for owned channels.
- Be able to distribute and maximise news content developed by Beacon Media Group.
- Be able to engage with readers, listeners and followers.
- Be able to optimise social media content for maximum exposure, including geo tagging, profile tagging, #tags and so on.
- Be able to analyse social media performance on a monthly basis and suggest the necessary action.
- Be on top of the latest social media trends and recommend content ideas that are in-line with the core values of Beacon Media Group.
- Be organised and able to multi-task.
- Possess digital media skills such as basic graphic design and video-editing, while photography would be considered a valuable asset.

Interested persons are to submit the following to [hr@beaconmedia.mt](mailto:hr@beaconmedia.mt):

- A letter of application
- A detailed CV
- A scanned copy of certificates
- Name and email address of two referees