

## Social Media Manager



# busbud

Phone :  
Web :

### Job Summary

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Vacancy :

Deadline : Oct 01, 2024

Published : Aug 31, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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Busbud is the largest online travel agency specializing in intercity bus and coach travel with the broadest global coverage. Travelling is our passion, and we work hard to offer the most comprehensive network of city-to-city travel. We are in over 80 countries and 21,000 cities and offer more than 2,300,000 bus routes. Our goal is to provide a more environmentally friendly, accessible and interconnected world for everyone.

### **The role:**

We are on the lookout for a Social Media Manager to join our Organic Growth team. You will collaborate with your colleagues in Content, SEO, SEM to create quality content to help push the business forward.

### **What you can expect from this opportunity:**

#### **1. Content Production Management:**

- Coordinate with our social media agency to ensure the timely and high-quality creation of social media content, including graphics, videos, and copy.
- Be the first point of review around content drafts, ensuring alignment with brand guidelines and marketing objectives and collaborate with Director, Organic Growth on final approvals
- Oversee the content calendar, ensuring that all posts are scheduled and published according to plan.

#### **2. Social Media Strategy and Execution:**

- Collaborate with Director, Organic Growth on the development and implementation of social media strategies to increase brand awareness, engagement, and lead generation.
- Work with the agency to craft compelling social media campaigns that align with overall marketing and business goals.

#### **3. Reporting and Analytics:**

- Monitor social media performance metrics and provide regular reports on campaign effectiveness and ROI in collaboration with Director, Organic Growth.

#### **4. Community Engagement:**

- Manage and engage with social media communities, responding to comments, messages, and mentions in a timely and professional manner in collaboration with CX team
- Foster positive relationships with followers and influencers to enhance brand reputation and loyalty.

#### **5. Collaboration and Communication:**

- Act as the day-to-day liaison between Busbud and the social media agency, ensuring clear communication and alignment on goals and deliverables.
- Collaborate with internal teams, including marketing, PR, design, content, SEO, and paid teams

#### **6. Market Research and Trend Analysis:**

- Stay up-to-date with cultural trends along with social media trends ie. trending audio, social network specific trends industry trends, emerging social media platforms, and best practices to keep our social media innovative and competitive.

### **Who you are:**

- Proficiency in social media platforms (e.g., TikTok, Instagram, Facebook, LinkedIn) and social media management tools (e.g., Sprout Social)
- Extensive experience in the creation of social content briefs
- Strong analytical skills with experience in reporting and data interpretation.
- Excellent written and verbal communication skills, with a keen eye for detail and creativity.
- Ability to manage multiple projects simultaneously and work effectively in a fast-paced environment.
- Experience working with external agencies and managing third-party relationships

### **What's in it for you:**

- Remote position
- Competitive compensation based on experience
- Unlimited paid time off
- Work from anywhere
- Health benefits
- Stock options
- Free bus tickets, discounted train tickets
- Annual sustainability fund & training fund

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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