

Social Media Associate

We are looking for a junior creative who can help us create content under strategies and campaigns set by the Social Media team and other business units.

You'll be joining a team of creative, hard-working learners who are committed to helping our customers get through their investing journey more easily.

JOB DESCRIPTION

You'll be trained and coached to be able to do the following job responsibilities:

- Create, execute, and analyze organic and paid social media campaigns designed to help guide and engage our customers and online communities, and to generate leads and increase brand awareness
- Expand and continually improve the engagement of COL's different social media communities by writing and creating content that's relevant to each audience
- Help maintain and develop a content calendar for each social media platform
- Monitor and provide analyses and insights on the data we get from social media, which we can apply to subsequent campaigns or posts
- Assist in community engagement, social media listening, and crisis communications
- Coordinate and work with different teams in executing company-wide or business unit-specific campaigns

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JOB REQUIREMENTS

- 1-3 years of work experience in social media marketing, but fresh graduates are welcome to apply
- Must be a good writer with a strong grasp of the English language, and should also be comfortable writing in conversational Filipino
- Should have basic knowledge and familiarity with the major social media platforms and their best practices
- Must be conscientious, diligent, and eager to learn

INTERESTED IN THE ROLE?

Send us your résumé through apply@colfinancial.com and we'll get back to you as soon as possible.

COL Financial is the Philippines' leading online stockbroker, offering access to both stocks and the country's top funds at www.colfinancial.com. COL has reached hundreds of thousands of people in its commitment to help Filipinos build wealth and achieve financial independence through investing.