

## **Social Media Specialist and Loyalty Program Coordinator- Liquigas**

*A Petrochemical storage and handling company and is located in Zouk Mikhael*

Major: degree in Business Administration, Marketing, or any related field.

### **1- Social Media Specialist**

Experience: 5-7 years of experience in content creation across all relevant social media platforms

#### Major Responsibilities:

- Develop, implement and manage the social media strategy in collaboration with the Marketing Manager.
- Plan, create and share visually appealing content that builds meaningful customer connections, increases brand awareness, and encourages engagement with the brand.
- Stay up to date with the latest social media best practices and technologies.
- Create and manage a TikTok corporate account and any new trending platform.
- Prepare the content: informative / attractive artwork as well as light / informative / attractive videos for reels / TikTok.
- Conduct regular Social Media research and monitor customer engagement in order to constantly optimize content.

#### Additional Requirements:

- In-depth knowledge and understanding of Facebook, Twitter, Instagram, YouTube, LinkedIn, TikTok and WhatsApp with experience engaging with audiences across those platforms.
- Working knowledge of Adobe Master Collection: Photoshop illustrator and premier or any other software that creates video
- Expertise in social media publishing and reporting tools
- Expertise in Google analytics

### **2- Loyalty Program Coordinator**

Experience: 2-3 years of experience in marketing, loyalty applications, business development or similar

#### Major Responsibilities:

- Work closely with Application Program Manager, Finance Department and Commercial Department to develop processes related to our loyalty program.
- Coordinate the Application Upgrades implementation with the Program Manager, Coral gas Stations and Customers.

- Propose solutions for complaints resulting from any of the loyalty programs.
- Initiate and coordinate marketing tactics that will enhance customer experience with our loyalty program
- Promote Identify potential customers for the App.
- Identify, meet and follow up with potential customers for the loyalty program.
- Help in identifying the App development and enhancement needs.

Additional Requirements:

- Experience in data analysis and reporting
- Proficient in Business analytics software or BI engines

How to apply:

Kindly send your CV and contact the Career Services Center, E-mail:

[career.services@balamand.edu.lb](mailto:career.services@balamand.edu.lb), Ext. 7801; 7802