

Social Media Executive

Green Apple

About Us

At Green Apple we know that social media is more than just posts and likes—it's about storytelling, engagement, and building meaningful connections. We are looking for a Social Media Executive who is working towards a post graduate degree in Marketing, Communications, Digital Media, or a related field and is eager to start their career in a dynamic and creative environment.

No direct experience? No problem! If you're passionate about social media, trends, and digital engagement, we want to hear from you.

What You'll Do

As a **Social Media Executive**, you will be at the heart of our digital presence, helping to craft and execute engaging social media strategies. Your key responsibilities will include:

Content Creation & Planning – Assisting in the development of eye-catching social media content, including graphics, videos, and captions.

Community Management – Engaging with audiences, responding to comments and messages, and fostering a strong brand presence.

Platform Management – Scheduling and publishing content across platforms such as Instagram, LinkedIn, TikTok, Twitter, and Facebook.

Trend Analysis – Keeping up to date with social media trends, viral content, and emerging platforms to keep our brand relevant.

Analytics & Reporting – Tracking key metrics, analysing engagement data, and providing insights to optimise content strategies.

Campaign Support – Assisting in social media advertising, influencer collaborations, and brand partnerships.

What We're Looking For

We understand you may not have industry experience yet, and that's okay! We're looking for someone with:

✓ **A master's degree** in Marketing, Communications, Digital Media, or a related field (completed in the last 1-2 years).

✓ **A passion for social media** – You're always on top of trends, from TikTok challenges to Instagram Reels.

✓ **Creativity & storytelling skills** – You know how to craft engaging posts and visual content that connect with audiences.

✓ **Basic knowledge of social media tools** – Familiarity with Canva, Adobe Suite, or scheduling platforms (e.g., Hootsuite, Buffer) is a plus.

✓ **Strong communication skills** – Both written and verbal, with an eye for detail in captions and messaging.

✓ **Curiosity & adaptability** – You're eager to learn, experiment with new ideas, and grow within the role.

What We Offer

Hands-on training & mentorship – Learn from experienced social media professionals.

Real-world experience – Work on live campaigns and make an impact from day one.

Creative freedom – A collaborative environment where your ideas matter.

Career progression – A clear path for growth within the company.

If you're ready to **kick-start your career in social media**, we'd love to hear from you!