



fireworks Advertising Uganda Ltd
 Ground Floor, Global House
 38B - Windsor Crescent, Kololo
 P.O. Box 26358, Kampala
 Tel: +256-414-500052/3/4

JOB PROFILE	
Position title	Executive - Digital Media
Start date	Immediate
Location	Kampala
Salary	Competitive
Type of job	Full Time
Supervised by	Manager - Digital Media
Contact	Maryanne Karamagi m.karamagi@fireworks-advertising.com
Submission deadline	12 th September 2012
About the Position	The Executive – Digital Media is responsible for executing well-defined digital (Web 1.0, Web 2.0 & Web 3.0) strategies as part of the Digital Media team. This includes but is not limited to evaluating, organizing and contributing to the digital strategies.
Job Description	<ul style="list-style-type: none"> • Identify, interpret, and capitalize on existing or new social media trends, tools, and applications • Manage companies' presence in social networking sites such as Facebook, Twitter, Google+, YouTube, Pinterest, LinkedIn, and other similar community sites. • Produce unique content for blog posts and infographics that can be distributed to mainstream media and other social media influencers • Contribute to strategies for growing and leveraging the social media follower base including using promotions, contests, polls, ads, surveys and referral programs • Create and update daily, weekly and monthly reports • Regularly feedback insights gained from social media monitoring into the Marketing and Editorial teams, to help them evolve their strategies in a timely fashion • Create, maintain and execute a social media editorial



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	<ul style="list-style-type: none">calendar and posting schedule• Sourcing and managing content development and publishing• Build and maintain our content distribution network by way of social media channels• Monitor trends in social media tools, approaches and applications
Required Skills	<ul style="list-style-type: none">• Ability to lead social media programs executions for a company• Ability to increase customer engagement and follower base across multiple social media platforms• Excellent writing and communication skills• In-depth knowledge and understanding of social media platforms and their respective participants (Facebook, Digg, Youtube, Twitter, Flickr etc.) and how they can be deployed in different scenarios• Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships• Team player, with the confidence to take the lead and guide other departments when necessary• Strong computer skills including proficient knowledge of MS Office (Outlook, PowerPoint, Excel, Word)• Good technical understanding and can pick up new tools quickly
Desired Skills	<ul style="list-style-type: none">• Analytical skills• Polished writing skills• Presentation skills• Interpersonal skills• Organizational skills