



JOB TITLE:

SOCIAL MEDIA MANAGER

TYPE:

CONSULTANT / NON-PERMANENT

COMMITMENT:

PART-TIME / MAXIMUM 20 HOURS PER WEEK

DUTY STATION:

VIRTUAL

CLOSING DATE:

November 29, 2019

About Blueprint Africa:

Founded in 2016, Blueprint Africa LLC is a full service interiors consultancy registered in Ghana, Cote d'Ivoire and the United States which seeks to promote African aesthetics and products for the home. Our values are Creativity, Community and Culture. The company responds to client needs based on contemporary trends on the continent and advises on these trends' application to living, work and hospitality spaces. Blueprint Africa provides services to diverse clients and aims to create functional spaces that are both fit-for-purpose and enjoyable.

Offerings include:

- Interior design planning and renovation
- Curatorial services
- Sourcing, shipping and logistics management
- Interior decoration and styling
- Brand promotion and PR

About the Work:

Blueprint Africa is seeking a dynamic, young millennial to assist with managing its community of over 15,000 followers across multiple engagement channels including Instagram, Facebook, Twitter, LinkedIn, Pinterest, YouTube and Soundcloud. Specifically, the successful candidate would help us to:

1. Develop the quarterly social media strategy by setting realizable and measurable growth targets
2. Create and populate the content calendars for a number of platforms using Hootsuite, Later or Buffer as applicable
3. Assist with developing copy, captions, photos and graphics for social media posts
4. Draft articles and blog posts for the company website and newsletters
5. Drive organic acquisition of new followers (no bots!) to the social media pages and email list
6. Report on social media analytics to inform new quarterly strategies
7. Co-manage products in the Shopify store and monitor incoming orders
8. Assist in business development by highlighting potential opportunities to build brand awareness and exposure
9. Advise the founder of any IT vulnerabilities in the system, as applicable

About You:

Because the successful candidate would be in very close interaction with our loyal followers, it would be critical that he or she should:

- Be demonstrably passionate about interior design, architecture, furniture and all aspects of the design industry
- Have excellent communication skills, particularly in written form (typos are intolerable to the founder!)
- Be enthusiastic and forward thinking about social media in general, aware of the trends in new platforms, changes to existing platforms or algorithms, etc.
- Be in tune with pop culture and aware of how current events link to the brand and/or its followers
- Be extremely comfortable with task management apps and software such as Trello, Slack, Later, Buffer or Hootsuite, MailChimp
- Have basic graphic design skills Canva and/or Adobe Photoshop
- Strong photography skills a plus
- Fluency in French, is an added bonus
- Ability to work 15-25 hours per week, possibly including nights, weekends and holidays

About the Perks:

Competitive compensation for local industry
Determine your own 'office hours' (flex-time)
Bonus to be negotiated if targets are met
Access to a DSLR camera if based in Abidjan
Opportunity to network with Africa's best known artisans and designers

About the Process:

Application open until November 29, 2019
Start date: January 15, 2020.
One-month probation period.

All candidates to apply to info@blueprintafrica.com with a 1-page CV including links to the brands for which you performed similar digital marketing and response to one of the following questions in the body of the email:

Option 1: "Which social media platform should Blueprint Africa focus on over the next quarter and why?"

Option 2: "How would you go about developing a social media strategy for a brand like Blueprint Africa?"

[No more than 200 words]