



Stor-Age Property REIT Limited
Position: Social Media Manager
Cape Town

Are you looking to join a dynamic, creative and market-leading JSE listed company? As an accredited Google and Facebook partner, we are recruiting a Social Media Manager to work at our Head Office in Claremont, Cape Town and remotely as required.

Focused on the fast growing self storage sector, a niche sub-sector of the broader commercial property market, Stor-Age is a dynamic and industry-leading company which develops, acquires and manages high profile self storage properties across various markets.

Personal Attributes:

- Presentation and communication
- Delegation
- Time and self-management
- Motivation
- Energetic
- Positive
- Team builder
- Professional
- Flexible
- Efficient
- Attention to detail
- Excellent presentation skills

Professional Skills:

- Grade 12 certificate
- A tertiary qualification in social media management such as a Bachelor's degree in Marketing or Communications Computer literacy
- MS Office
- An excellent knowledge of contemporary social media platforms, including but not limited to Instagram, Facebook, LinkedIn, YouTube, Tik Tok and Twitter
- Experience in social media advertising platforms
- Proficiency and experience in social scheduling and listening tools
- Copy writing

Duties & Responsibilities:

The successful candidate will be responsible for generating demand across international markets, strengthening the Company's social media presence, internal and external copy writing, developing and managing social media campaigns and ensuring the execution of a relevant and effective content strategy in support of the Company's strategic goals and annual plans aligned with our:

- Core Values of Excellence, Sustainability, Relevance and Integrity
- Standard operating policies and procedures
- Occupational health and safety requirements
- Employee relations legislation

A market-related salary will be offered to the successful candidate who will be expected to manage the following, reporting to the Head of Communications:

- Develop and manage social media campaigns for Stor-Age Property REIT Limited and associated brands, both in South Africa and abroad
- Community management and to develop/maintain an online reputation management strategy
- Develop and manage content across multiple platforms and markets, both digital and offline
- Develop copy for use across multiple platforms, both internal and external. The candidate will also need to have a good understanding of keywords and SEO in order to assist with content creation
- Manage paid ads in conjunction with the PPC Specialist
- Set and achieve quarterly growth goals
- Continuously research macro and micro segmentation of audiences based on various demographic, psychographic and socioeconomic characteristics
- Identify, measure and report on all key performance indicators
- Assist with management of third-party suppliers appointed to perform work on all Company platforms
- Investigate new and alternative social media platforms as they develop
- Investigate, secure and manage social media influencers.
- Assist with creating, developing and executing internal communication strategies.
- Assist with general marketing initiatives as required

If this sounds like the right fit for you, submit your CV with a motivational letter to Rob Baird at rob.baird@stor-age.co.za.