



SENIOR CONTENT STRATEGIST

ABOUT SOCIAL GHANA

Social Ghana is an award-winning full-service creative agency based in Accra, Ghana. With a strong emphasis on digital marketing, we help brands thrive in the rapidly evolving digital landscape.

At Social Ghana, we pride ourselves on our ability to think outside the box and bring fresh and relevant perspectives to every brand we work with. We combine our expertise with a deep understanding of consumer behavior to deliver impactful and results-driven content.

Our team consists of talented individuals who are passionate about creativity, innovation, and delivering exceptional results. Our services include branding and design, social media marketing, traditional marketing and production.

OVERVIEW OF THE ROLE

As a Senior Content Strategist, you will be the driving force behind our content strategy, leading a team of content strategists and ensuring the seamless execution of our creative vision across all brands. You'll play a critical role in developing and implementing content strategies that align with the objectives and brand personalities of our clients. Additionally, you will oversee the quality and effectiveness of content across various channels, collaborating closely with cross-functional teams. To excel in this position, you must have exceptional



leadership skills, a deep understanding of content marketing principles, and the ability to think strategically. You'll have to manage your team, fostering a collaborative and innovative environment.

This is a full-time position in a hybrid work environment.

REQUIREMENTS

- An undergraduate degree
- 5 years or more of proven work experience in a similar role
- Demonstrated leadership skills with the ability to guide and inspire a team
- Proven experience in client relationship management and presentations
- Excellent written and verbal communication skills with a keen eye for detail
- Strong understanding of content marketing principles, including content creation, targeting, distribution, and performance analysis
- Creative thinking and the ability to generate innovative content ideas
- Experience using content management softwares and analytics tools
- Exceptional organizational and project management abilities
- Excellent time management and organizational skills
- The ability to work independently and collaboratively
- The ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment
- Strong analytical skills and the ability to interpret data to drive content strategies
- Good receptiveness to feedback/adaptability
- Agency experience is a big advantage

DUTIES

- Lead the development and implementation of marketing strategies for all brands
- Lead the Content team providing guidance, support, growth and performance management
- Oversee all content and make sure it aligns with brand personalities, objectives, target audiences and client expectations
- Monitor content performance and provide insights for continuous improvement
- Work with the Account Director to manage client relationships, provide strategic recommendations and oversee the execution of marketing strategies
- Lead brainstorming sessions and creative meetings to generate innovative ideas
- Supervise the development and execution of content calendars, ensuring timely delivery and quality standards
- Work with the Art Director to ensure that all content is up to standard
- Prepare and deliver presentations for client pitches and proposals
- Oversee all copy
- Stay informed about the competitive landscape and identify opportunities for differentiation
- Advise clients and partners on the best creative solutions
- Shape brand standards and establish procedures to ensure brand consistency
- Supervise daily workflow, assign project workloads, and monitor deadlines and budgets



- Drive thought leadership initiatives and contribute to the agency's overall growth and reputation

TO JOIN THE TEAM

If you are a dynamic leader with a passion for creative content and you'd like to join our team and make a lasting impact on brands and audiences, please apply [here](#) now!

Please apply before 31st July 2023.