

Job Description: Social Media Manager

Position: Social Media Manager

Organization: Bitcoin Innovation Hub

Location: Hybrid

Type: Full-time

About Us:

The Bitcoin Innovation Hub is at the forefront of driving education, awareness, and adoption of Bitcoin and its related technologies. We are a dynamic organization passionate about fostering a decentralized future and empowering communities with knowledge about Bitcoin's transformative potential.

Role Overview:

We are seeking an innovative and strategic Social Media Manager to join our team. The ideal candidate will play a pivotal role in amplifying our mission, building an engaged community, and increasing our digital presence across multiple social media platforms. This individual will be responsible for crafting compelling content, analyzing engagement metrics, and driving impactful campaigns.

Key Responsibilities:

- Develop and implement a comprehensive social media strategy aligned with the organization's goals.
- Manage and grow the Bitcoin Innovation Hub's presence on platforms such as Twitter, LinkedIn, Instagram, TikTok, YouTube, and emerging channels.
- Create, curate, and schedule engaging content, including posts, videos, graphics, and stories.
- Monitor trends, news, and conversations in the Bitcoin and broader crypto industry to inform content strategy.
- Interact with followers, respond to comments, and build relationships with key stakeholders and influencers.
- Analyze performance metrics to assess the effectiveness of campaigns and strategies; adjust plans accordingly to maximize engagement and reach.
- Collaborate with the marketing team to align social media efforts with broader organizational initiatives.
- Stay up-to-date with social media trends, tools, and best practices to continually optimize performance.

Qualifications:

- Proven experience as a Social Media Manager or similar role, preferably in the blockchain, tech, or fintech sector.

- Deep understanding of Bitcoin, blockchain technology, and the cryptocurrency ecosystem.
- Excellent written and verbal communication skills, with a knack for storytelling.
- Proficiency in social media management tools (e.g., Hootsuite, Buffer) and analytics platforms.
- Creative mindset with the ability to produce visually appealing content.
- Strong analytical skills to interpret data and drive decision-making.
- Ability to thrive in a fast-paced, collaborative environment.

Preferred Skills:

- Experience with video editing and graphic design software (e.g., Adobe Premiere, Canva).
- Knowledge of SEO and content marketing principles.
- Familiarity with community management and engagement tactics.
- Previous experience hosting live streams or webinars is a plus.

What We Offer:

- Opportunity to work at the cutting edge of Bitcoin and decentralized innovation.
- A collaborative and inclusive work environment.
- Competitive salary and benefits package.
- Professional development opportunities.

How to Apply:

To apply, please submit your resume, a cover letter detailing your experience and passion for Bitcoin, and links to your social media profiles or a portfolio of your work to hr@btchubafrica.com. Applications will be reviewed on a rolling basis.

Join us in shaping the future of Bitcoin and inspiring the next generation of adopters!