

Social Media Manager

Roots FM Jamaica

December 2014 to present

- ✚ Manage the conversation and campaign engagement on the Roots FM Facebook page.
- ✚ Develop benchmarks, surface metrics and deliver reports that present community and moderation performance, insights, trends and optimisation recommendations (in conjunction with social media monitoring technology).
- ✚ Manage and execute changes to the publishing Content Calendars on the Roots FM Facebook page.
- ✚ Act as liaison to internal and external stakeholders to ensure moderation efforts are aligned with brand voice, the group of schools' needs, guidelines and objectives.
- ✚ Contribute to documentation of best practices and guidelines for the Roots FM social presence.