

Social Media Manager & Content Writer

Job Title: Social Media Manager & Content Writer

Reports to: Creative Director / Founder

Location: Hybrid (Office + Remote)

Salary Range: ₦70,000 - ₦100,000/month

Employment Type: Full-time

Role Summary

We're seeking a junior social media manager and content writer to develop The Yuolo Solutions' digital voice across social platforms. You'll create engaging written content that builds our brand presence and connects with our audience across five service verticals.

Key Responsibilities

Content Creation & Writing

- Create daily social media captions and posts that engage our community
- Write blog posts, newsletter content, and website updates
- Develop compelling copy for our service descriptions and marketing materials
- Assist in maintaining content calendar and scheduling posts

Social Media Management

- Manage daily posting across Instagram, Facebook, Twitter
- Monitor and respond to comments and messages in brand voice
- Help track basic engagement metrics and content performance
- Support campaign execution with quality written content

Collaboration & Support

- Work with the marketing team to align content with campaign goals
- Coordinate with visual creators to develop complementary written content
- Learn and apply SEO principles to content writing
- Support customer service with social media monitoring

What We're Looking For

Required Experience

- 1-2 years experience in content writing or social media management
- Strong writing portfolio showing social media and blog content
- Basic experience with social media tools (Canva, Meta Business Suite)
- Understanding of different social media platforms and their audiences

Ideal Candidate

- Creative Writer: Strong writing skills with ability to adapt tone
- Quick Learner: Eager to develop skills in hospitality content writing
- Organized: Manages multiple content streams effectively
- Team Player: Collaborates well with marketing and creative teams
- Detail-Oriented: Strong proofreading and editing skills

Nice-to-Have

- Experience or interest in hospitality/tourism industry
- Basic understanding of content performance metrics
- Degree in Marketing, Communications, English, or related field

Growth Opportunities

- Develop expertise in hospitality content strategy
- Learn advanced social media analytics and SEO
- Grow into content strategy and campaign management roles
- Build portfolio across multiple service industries