

My Job Search

Shoprite Group is hiring a Social Media Engagement Specialist

SEO specialist ,Cape Town, Western Cape, South Africa



Estimated Salary: TBA

VACANCY

Social Media Engagement Specialist

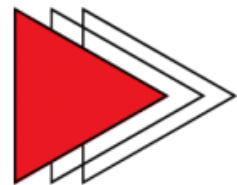
REQUIRED: DEGREE IN CONSUMER BEHAVIOUR,
COMMUNICATIONS, JOURNALISM OR EQUIVALENT



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Closing: 08 June 2023



Description

[The Shoprite Group of Companies](#) is hiring and invites applications for the vacancy: Social Media Engagement Specialist – Contact Centre.

Location: Cape Town, Western Cape, South Africa

About the job

The purpose of the Social Media Customer Engagement Specialist role is to **deliver exceptional service** to our customers by providing **best-in-cl team and social media engagement**, protecting, and enhancing the Shoprite brand.

The role **monitors social media platforms**, including strategic external listening and engages with customers and other stakeholders daily to **resolve customer complaints** in line with Customer Services Policy and **positively influence the social media community with regards to the reputation of the Group**.

To ensure that we optimise our service delivery to our customers and align with our teams, this role the working hours are a 40-hour work week scheduled according to a planned weekly schedule (any five days from **Monday to Sunday (shift work)**, including public holidays) within legislative requirements

Qualifications and experience

- Degree in Consumer behaviour, Communications, Journalism or equivalent – (beneficial).
- +2 years in a social media / communications / social platform & website – blogging or operational customer service capacity with strong exposure to direct customer engagement on Social Media platforms, or equivalent role – (essential).
- Knowledge of social media and related brand and consumer practices within the FMCG, retail sector, understanding of the practicalities and challenges of a social media capability in a customer services environment – (essential).
- Knowledge of social media and brand monitoring tools – (beneficial).
- Ability to engage with customers in multiple languages – (beneficial).

Advertiser details

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More details

Company Name	Shoprite Group
Advertised By	Agency
Job Type	Full Time
Language	English
Gender	Male
Drivers Licence	Code B
Highest Education	Degree
Experience	2+ yrs
Salary	TBA
Link	For more information click here