

Job Title: Social Media Manager & Content Creator

Location: Remote (Ethiopia-based)

Schedule: Full-time Flexible (Based on Deliverables)

Salary: Negotiable

About the Role:

Brundo is seeking a **creative powerhouse** to lead both our social media strategy and our visual storytelling. As **Social Media Manager & Content Creator**, you'll develop campaigns, create beautiful visuals, engage our audience, and drive brand growth. If you're a versatile marketer with both strategic thinking and design skills, you'll thrive here.

This is a unique opportunity to shape Brundo's voice and image across platforms like Facebook, Instagram, TikTok, and Telegram—bringing joy, trust, and international brands closer to Ethiopian consumers.

What You'll Do:

- **Content Strategy & Social Media Management:**
 - Develop and execute Brundo's social media strategy in Amharic and English.
 - Plan, schedule, and post engaging content tailored to Ethiopian youth.
 - Manage and grow Brundo's community by responding to comments, DMs, and mentions.
 - Collaborate with influencers and run paid ad campaigns across Facebook, Instagram, and TikTok.
 - Analyze campaign performance and adjust based on data insights (engagement, reach, conversions).

- **Graphic Design & Content Creation:**
 - Design branded visuals for posts, stories, reels, banners, and promotional campaigns.

- Create product showcases, deal flyers, packaging templates, and email marketing visuals.
- Produce short-form videos for unboxings, tutorials, and promotions.
- Adapt content across multiple platforms while maintaining Brundo's brand identity and visual standards.
- **Collaboration & Innovation:**
 - Work closely with the leadership team to align marketing efforts with broader business goals.
 - Stay updated on Ethiopian digital trends, seasonal themes, and cultural movements to keep Brundo fresh and relevant.
 - Propose new ideas for community engagement campaigns (contests, giveaways, interactive content).

Who You Are:

- 1+ year managing social media accounts and designing content, preferably in e-commerce, tech, or youth-focused brands.
- Strong portfolio showcasing a mix of social media posts, brand visuals, and short-form video content.
- Deep cultural understanding of Ethiopia's youth digital landscape.
- Fluent in both Amharic and English (written and spoken).
- Skilled with design tools (Photoshop, Illustrator, Canva) and basic video editing platforms.
- Familiar with Meta Business Suite, TikTok Ads Manager, and social media analytics tools.
- A self-starter who thrives in remote environments, meets deadlines, and adapts quickly.