

# Social Media Manager

PHNOM PENH  
JOB DESCRIPTION

January 2022

We are ULS.  
Nice to meet you.

ULS

# ULS

Urban Living Solutions (ULS) is a growing real estate and lifestyle development company based in Phnom Penh, Cambodia. We target community-focused projects for the Cambodian middle class. ULS currently has 4 active, large mixed-use development projects in construction, 1 in pre-sales 2 complete and 1 in planning.



# Mission

We build community-focused housing, commercial, and lifestyle solutions for the Cambodian emerging middle class.

# Values

## Community

Communities are formed on a foundation of trust, and we believe the built environment can facilitate the introductions, conversations, and daily interactions that connect people and help form deep relationships. Close communities build great cities and a stronger nation – this is ambitious, but that is what we want to do.

## Accessibility

We are developing solutions for the bottom 90 percent of the population. Sure, there is more money to be made in the luxury market, but that is not us. We focus on using good design to create affordable solutions within the budget of the Kingdom's emerging middle class.

## Transparency

We do not want to promise the world and fail to deliver. We believe in learning from our experiences – what works and what does not. We will share this with clients and we will be honest about feasibility and areas to improve.



## About You

We are not looking for someone who simply knows social media. We want to hire someone who loves social and has a proven ability to use it to create stories that drive engagement. You love Cambodia and have a thorough understanding of the local context + audiences, which you use to get online communities excited about brands, projects, events. You are curious, always aware of the latest digital trends and eager to put ideas into action. You are a pro in handling and planning content, and you know how to engage audiences proactively, tracking and measuring results on-the-go. You understand ULS is trying to do something different in the real estate market, and that is what attracts you: a new playing field where you can bring your social media marketing (SMM) skills to the next level.



# Job Description

## Social Media Manager

ULS is seeking a mid-level social media marketing talent, with a minimum of 3 years of experience working in a similar role, ideally in Cambodia or in another SEA country. This is a crucial position, in charge of managing the social media accounts of up to 3 real estate projects at the same time, executing the overarching social media strategies of each. This will mean planning content, engaging users and fans proactively, tracking and measuring results, fine-tuning efforts to ensure optimum reach. Fluency in both Khmer and English is essential to the job.

### Specifically, this position will focus in the following areas, in order of priority:

**Strategy Execution, Content Management & Planning**  
~60% of total work

#### Social Media

- Set-up, manage and animate pre-identified social media channels (i.e. Instagram, Facebook, LinkedIn, Twitter, YouTube, Telegram, WhatsApp, Tik Tok) per each brand, implementing strategic suggestions and improving where/when needed;
- Ensure content is posted in a timely manner across multiple social media platforms, adapting formats and language when required;
- Animate, engage and respond to community queries and complaints professionally, liaising with senior managers when appropriate and identifying tactical and relevant opportunities to better engage with each community;
- Participate in all relevant design and content briefings, offering suggestions based on audience analysis and contextual observations;
- Drive engagement and conversions with the community, establishing both brand loyalty and an efficient positioning for each of the ULS brands;
- Successfully leverage social media as tools to drive conversions and sales through strategic audience targeting;
- Actively participate in creative brainstorming sessions, inputting into campaign ideas and offering strategic notes based on day-to-day experience in media management, to help bring brand stories to life;
- Manage and plan content for email marketing purposes using Mailchimp (or a similar tool), ensuring proper data collection and mapping and measuring performance and analytics via monthly reports;
- Co-manage any day-to-day influencer campaigns, when needed;
- Co-develop content on occasion, working closely with the MarCom team and ensuring content is suitable for each of the different social media platforms.

#### Other Social Media

- Work closely with the Brand Strategist to identify the most suitable OOH channels and locations to best support the communications objectives of each brand and campaign;
- Identify any other Digital Advertising and Communications channels that will help maximize all campaigns and propose relevant media plans to successfully achieve communications objectives;
- Liaise with OOH and digital media suppliers to get the best deals and quality results for all our brands and campaigns.

## Reporting, KPI Tracking & Analysis

~30% of total work

- Manage special campaigns, also from a digital advertising standpoint, setting up clear targets and objectives by identifying trends and insights, and optimizing spend and performance based on such insights;
- Compile weekly/monthly social media platform reports and campaign reports, including for any Mailchimp email marketing campaign, online surveys and other relevant tools;
- Track, measure and report performance of all social media activities and special campaigns, assessing results against set-goals (ROI and KPIs);
- Establish reporting and advertising best practices, building from previous experience and tailoring objectives to each specific brand.

## Innovation & Growth

~10% of total work

- Maintain social media marketing calendars and brand-related content calendars for each social media channel, and update based on evolving content objectives;
- Keep up to date with the latest trends within digital and social media, analyzing online behaviors and digital PR campaigns of competitors, as well as those of similarly positioned brands/entities;
- Advise on content management tools to use and best practices to introduce in each brand's MarCom plans;
- Continuously improve performance and workflows by capturing and analyzing the appropriate social data/metrics, digital costs and returns, insights and best practices;
- Perform research on current benchmark trends and audience preferences for social media marketing in Cambodia, especially for what the key target audiences of each brand are concerned.

## Education & Experience

*This position is open to all nationalities, but preference will be given to Cambodian nationals.*

- Bachelor's degree in communications, media, journalism, social media marketing, or equivalent;
- 3+ years of social media marketing and social media writing experience, in both English and Khmer;
- Solid experience working in an agency or company setting, ideally managing/handling multiple brands/clients at the same time;
- Working knowledge of social media advertising, native and branded content, programmatic advertising, direct and solid experience in social media management and content creation;
- Proven track record in social campaign development and execution. Proven experience with paid media, hashtag strategies, digital analytics and taxonomy;
- Professional experience in using social media posting and reporting tools (preferred AgoraPulse or similar);
- Experience driving community building on and/or offline via social media marketing techniques;
- Experience directly liaising with influencers, media networks and third-party media suppliers;

- Ability to do desk research efficiently and effectively;
- Excellent verbal and written communication skills, ability to synthesize often complicated concepts in meaningful ways, well-developed presentation skills;
- Ability to work effectively and proactively within a team setting and in a multi-cultural environment;
- Proven ability to independently manage multiple priorities in a fast paced and deadline driven environment, process and results oriented;
- Fast learner: processes and techniques around social publishing process will need to pivot based off a test and learn environment;
- Must be able to work in a fast-paced environment that is still in its formative period;
- Being a social media content creator in your personal life will be considered a plus - please include links to your relevant social media profiles.
- **Languages:** Fluent in English, competency in either Khmer or Chinese (Mandarin) preferred but not essential.

## Other Details

**Working hours:** Up to 48 hours per week; primary work days are Monday to Friday with work outside of office hours required on occasions.

**Location:** Phnom Penh, Cambodia.

**Reports to:** This position reports to the Brand Strategist and copywriter.

**Compensation:** ULS is offering a competitive base salary commensurate with experience.

**Benefits:** This position comes with international medical coverage and unlimited holiday leave.

## Application

Please email your CV and cover letter sharing your experiences to [jobs@urbanlivingsolutions.com](mailto:jobs@urbanlivingsolutions.com)

Please use the subject line: **“Social media marketing is my jam”**

Only shortlisted candidates will be contacted for interview.

*Thank you.*