

Job Title: Social Media Manager (LinkedIn)

Location: Republic of Moldova (Remote options available)

Company: ITcare

About Us: ITcare is a fast-growing Managed Service Provider (MSP) based in the Republic of Moldova, specializing in delivering comprehensive managed services and professional IT solutions. Founded in 2021 by a team of technology and engineering experts with over 15 years of hands-on experience in the telecommunications and IT industries, ITcare has quickly expanded its reach to manage IT infrastructures for clients across Europe, North America, Asia, and Africa.

Our core services include advanced Network Operations Center (NOC) support, cutting-edge network architectures, and DevOps solutions, tailored to meet the evolving needs of ISPs, telecom service providers, data centers, and enterprises. We pride ourselves on providing cost-effective, customer-centric solutions, leveraging automation technologies to reduce errors and increase operational efficiency.

Position Overview: We are seeking an experienced Social Media Manager specializing in LinkedIn to join our team. In this role, you will be responsible for building and enhancing ITcare's brand presence on LinkedIn, developing and executing strategies to engage our target audience, and supporting marketing and recruitment efforts. This is an ideal role for a data-driven professional with a passion for LinkedIn content creation, engagement, and analytics.

Key Responsibilities:

- Develop and execute a comprehensive LinkedIn strategy to enhance ITcare's online presence, brand awareness, and reputation.
- Create and curate high-quality, engaging LinkedIn content (articles, posts, visuals, etc.) aligned with ITcare's services and messaging.
- Manage ITcare's LinkedIn profile and company page, ensuring accurate and up-to-date representation of the company's offerings, achievements, and culture.
- Engage with followers, industry leaders, and potential clients through comments, messages, and post interactions to foster relationships and build a strong network.
- Collaborate with internal teams, including marketing, sales, and HR, to align LinkedIn content with business goals and recruitment efforts.

- Monitor LinkedIn analytics to track performance, engagement, and reach, providing regular reports and actionable insights for optimization.
- Identify trends and opportunities to improve content performance and engagement based on data insights.
- Manage LinkedIn ad campaigns to increase visibility and drive targeted traffic to key posts or company announcements.
- Stay up-to-date with LinkedIn platform changes, best practices, and new features to ensure ITcare's strategy remains effective and competitive.
- Act as a brand ambassador, ensuring all communications reflect ITcare's voice and values

Qualifications:

- Proven experience managing corporate LinkedIn accounts and developing LinkedIn-specific strategies.
- Strong understanding of LinkedIn's algorithms, tools, and best practices for both organic and paid content.
- Excellent writing and communication skills, with the ability to create compelling, professional content tailored to ITcare's target audience.
- Experience with LinkedIn analytics and the ability to interpret data to optimize content and strategy.
- Familiarity with LinkedIn Ads, including campaign creation, management, and reporting.
- Ability to collaborate with cross-functional teams and align LinkedIn content with broader business goals.
- Strong organizational skills with attention to detail, ensuring consistent and high-quality content production.
- Ability to stay current with LinkedIn trends, updates, and best practices.
- Self-motivated and proactive, with a passion for social media and digital marketing.
- Experience with B2B tech or IT industries is a plus.

Why ITcare?

- Opportunity to work in a fast-growing company with global reach.
- Collaborate with a skilled, diverse team in a supportive work environment.
- Flexible working hours and remote work options.

- Competitive salary and benefits.
- The chance to shape and grow ITcare's presence on a leading social platform.