

TikTok Content Creator (Full Time / Part Time)

About the Role:

ESOFT is looking for a creative TikTok content creator to build our presence on TikTok. This role is perfect for someone who has an outgoing personality, understands social media trends, can create engaging short-form content, and actively interacts with our audience to strengthen our brand identity.

Key Responsibilities:

- ✓ Develop and manage ESOFT's official TikTok account, creating engaging and informative content.
- ✓ Understanding what is trending and creating content based on that.
- ✓ Maximize the organic reach of content to focused target segments.
- ✓ Need to closely work with staff, ESOFT student council, and alumni to generate engaging videos.
- ✓ Respond to comments, interact with followers, and engage with trending conversations.
- ✓ Monitor analytics to track performance and optimize content.
- ✓ Travel in between branches to bring in the cultural diversity of ESOFT to a wide audience through the platform.

Requirements:

- ✓ A creative person with an extrovert personality.
- ✓ Knowledge of TikTok trends, content creation, and audience engagement.
- ✓ Excellent video editing and storytelling skills.
- ✓ A creative thinker with a sense of humor and the ability to create viral content.
- ✓ Previous experience managing social media accounts is a plus.