https://www.lankatalents.lk/job/social-media-assistant/

Social Media Assistant

Hiring organization
Lanka Talents Creations (Pvt) Ltd

Industry
Digital Marketing, Advertising and Media

Employment Type
Full-time

Job Location
Pepiliyana

Valid through
07.11.2026

Description

Lanka Talents Creation (Pvt) Ltd. is seeking a creative, enthusiastic, and detail-oriented Social Media Assistant to support the company's digital marketing activities. The ideal candidate will assist in managing social media platforms, creating engaging content, monitoring online engagement, and supporting digital marketing campaigns to strengthen brand awareness and audience engagement.

Responsibilities

- Manage and maintain the company's social media accounts across relevant platforms.
- Create, schedule, and publish engaging content, including posts, stories, reels, and other digital content.
- Monitor social media engagement, comments, messages, and customer inquiries.
- Respond to online inquiries professionally and support audience engagement.
- Coordinate with the marketing team to plan and implement social media campaigns.
- Track social media performance and prepare regular reports with insights and recommendations.
- Research social media trends, competitor activities, and new content ideas.
- Assist in creating promotional materials using design tools such as Canva.
- Ensure consistency in brand messaging and content presentation across social media platforms.

Qualifications

- G.C.E. Advanced Level qualification preferred.
- A diploma or qualification in Digital Marketing, Social Media Marketing, Marketing, or a related field will be an added advantage.
- Previous experience in social media management or digital marketing is preferred.
- Good knowledge of Facebook, Instagram, TikTok, LinkedIn, and YouTube.
- Good communication and creative thinking skills.
- Basic knowledge of graphic design tools such as Canva.
- Strong organisational skills and attention to detail.
- Ability to manage multiple tasks and meet deadlines.

Contacts

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