



Building Momentous Experiences

Villa 263, El-Tess'en Street
2nd district, 5th Settlement
New Cairo, Egypt

www.thebmegroup.com

Job Title: **Senior Social Media Manager**

Location: New Cairo, Egypt

Type: Full-time

Role Overview

We are looking for a **Senior Social Media Manager** to lead the strategy, planning, and execution of our social media presence across BME, Insomnia Egypt, and our other events, campaigns, and owned IPs.

This role is not just about posting content. We need someone who can think strategically, understand audiences, build strong content calendars, manage campaigns, and turn our social media channels into real marketing platforms that drive awareness, engagement, ticket sales, brand value, and sponsor visibility.

The ideal candidate should have strong experience in social media strategy, content creation, community engagement, campaign planning, and performance reporting. They should also understand youth culture, gaming, entertainment, events, creators, and digital trends.

Key Responsibilities:

1) Social Media Strategy

- Develop and lead the social media strategy for BME, Insomnia Egypt, and other company events and projects.
- Build clear content pillars for each brand, including corporate, event, sponsor, community, entertainment, and sales-driven content.
- Create platform-specific strategies for Instagram, TikTok, Facebook, LinkedIn, YouTube, and any relevant emerging platforms.
- Ensure each account has a clear tone of voice, visual direction, and content purpose.
- Stay updated on social media trends, platform updates, gaming culture, youth behavior, and digital marketing best practices.

2) Content Planning & Execution



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- Create monthly and campaign-based content calendars.
- Plan content around events, announcements, ticket sales, sponsors, partners, influencers, behind-the-scenes, live coverage, and post-event highlights.
- Work closely with designers, video editors, photographers, content creators, and production teams to deliver high-quality content.
- Write or supervise captions, scripts, hooks, post copy, reels ideas, TikTok concepts, LinkedIn posts, and campaign messages.
- Ensure all content is delivered on time and aligned with brand guidelines and campaign objectives.

3) Campaign Management

- Lead social media campaigns for major events, launches, sponsorship announcements, ticket pushes, and brand partnerships.
- Build hype before events, manage live coverage during events, and create strong recap content after events.
- Support paid media campaigns by preparing creative concepts, ad copy, content variations, and audience recommendations.
- Work with sponsors and partners to deliver agreed social media deliverables professionally and on time.

4) Community & Audience Engagement

- Manage and improve community engagement across all platforms.
- Identify opportunities to engage with fans, gamers, creators, brands, and communities.
- Help grow loyal communities around Insomnia Egypt and other BME-owned events.

5) Influencer & Creator Collaboration

- Support influencer and creator campaigns, including shortlisting, briefing, communication, and content follow-up.
- Identify relevant creators in gaming, lifestyle, entertainment, cosplay, tech, music, and youth culture.
- Help build long-term relationships with creators and community figures.



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6) Reporting & Performance

- Track and analyze social media performance across all platforms.
- Prepare regular reports covering reach, engagement, follower growth, content performance, campaign results, and recommendations.
- Use data to improve future content and campaign planning.
- Present insights clearly to management and internal teams.

Requirements

- 5+ years of experience in social media, digital marketing, content strategy, or a similar role.
- Proven experience managing social media accounts for brands, agencies, events, entertainment, gaming, lifestyle, or youth-focused platforms.
- Strong understanding of Instagram, TikTok, Facebook, LinkedIn, YouTube, and short-form video content.
- Excellent content planning, copywriting, and campaign management skills.
- Strong understanding of social media analytics and reporting.
- Ability to manage multiple brands, campaigns, and deadlines at the same time.
- Good eye for design, video, trends, hooks, and storytelling.
- Experience working with designers, editors, photographers, influencers, and production teams.
- Strong communication skills in English and Arabic.

Preferred Skills

- Experience with events, festivals, esports, gaming, entertainment, or live activations.
- Experience managing social media for ticketed events or consumer campaigns.
- Experience with Meta Business Suite, TikTok Business, YouTube Studio, Google Analytics, and social listening tools.
- Basic knowledge of paid media and audience targeting.
- Ability to create simple content ideas using tools like Canva, CapCut, or similar platforms.
- Experience preparing sponsor reports or social media performance reports.

To apply please send your CV to info@bme-global.com