



SOCIAL MEDIA AND COMMUNICATION SPECIALIST. VILNIUS, LITHUANIA

As the Social Media and Community Manager, you will be the voice of BAA Training across our social media channels. You will be responsible for developing and implementing our social media strategy, engaging with our community, and creating content that resonates with our audience. Your goal will be to increase brand awareness, drive engagement, and build a strong online community around our brand.

We promise a highly challenging field and wide scope of responsibilities, which will initially cover:

- Develop, implement, and manage our social media strategy across platforms (Facebook, Instagram, LinkedIn, TikTok, YouTube, etc.)
- Create and curate engaging content (text, images, videos) to enhance our social media presence
- Monitor and respond to comments, messages, and feedback in a timely and professional manner
- Build and nurture relationships with our online community, including current students, alumni, and industry influencers
- Analyze social media metrics and provide insights to optimize content and campaigns
- Stay up-to-date with the latest social media trends, tools, and best practices
- Collaborate with the marketing team to ensure brand consistency and align social media activities with overall marketing goals
- Plan and execute social media campaigns and initiatives to support marketing objectives
- Track and report on the performance of social media campaigns, making data-driven adjustments to improve results
- Participating in daily meetings based on Lean principles
- Setting and achieving short-term and long-term goals in accordance with the company's strategic goals
- Performing other duties and responsibilities assigned by direct manager

We dream about a team member who:

- Bachelor's degree in Marketing, Communications, or a related field
- 2-3 years of experience in social media management, community management, or a related role
- Strong knowledge of social media platforms, tools, and analytics
- Excellent written and verbal communication skills
- Creative mindset with the ability to generate engaging and shareable content
- Ability to work independently and collaboratively in a fast-paced environment
- Strong organizational skills and attention to detail
- Passion for social media, digital marketing, and community building
- Experience in the aviation or education industry is a plus but not required
- Uses the English language at an effectively operational and independent level
- Is flexible with good time management skills
- Wants to learn every day and thinks aviation could be the love of one's life

What we offer you:

- A health Insurance package after 3 months working for the Company.
- Contribution to your pension fund for seniority
- Work from home in compliance with company policy.
- Additional holiday days for seniority after 2 years of work for Company.
- A Wellness Day to take care of yourself and a Birthday Day to celebrate.
- Mental gym to support your emotional wellbeing from Mindletic.
- Sport club and childcare service for your convenience.
- An entertainment flight with a full flight aviation training simulator.
- Contemporary and convenient office space in a new growing AEROCITY area.
- Public transport cover during the workdays or parking space near the office.
- Discounts and special offers from various partners of the group.
- Extensive on boarding plan to ease your integration into company.
- An international and multicultural environment in vibrant industry with plenty of challenges to achieve.
- Personal growth possibilities if you are eager to progress in your career, we have a bunch of examples to share.

Please feel free to apply to any of the below career options and we shall discuss the requirements based on your experience:



Salary: from 1984 € to 2480 € (brutto)

BAA Training is one of the TOP 3 biggest independent aviation training centres in Europe providing a full scope of aviation training solutions on both - B2B and B2C levels. We are accelerating with the ambitious expansion in Europe and Asia and working with clients from 96 countries. Our mission is to provide aviation community with highly-qualified aviation professionals.