CONTENT ANALYSIS OF JOB POSTINGS ON EMPLOYEES IN THE FIELD OF SOCIAL MEDIA: CASE OF LONDON AND ISTANBUL

SOSYAL MEDYA ALANINDA ÇALIŞANLARIN İŞ İLANLARINA YÖNELİK İÇERİK ANALİZİ: LONDRA İSTANBUL ÖRNEĞİ

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Abstract: Social media tools cover more place in the lives of employees every day. The interest of users also directs the institutions into this field and social media becomes a virtual environment where institutional communication is actively built. As the environment is limitless and always open for creativity, establishing and managing its content necessitates professionalism. So, the institutions have started to search for experts who have developed themselves with different sectoral experiences. This can be clearly seen in the job postings on social media experts.

This study is conducted in order to reveal the characteristics required from social media employees in the United Kingdom and Turkey. The main research question of this study is to understand the similarities and differences among the social media employees in the United Kingdom and Turkey. Within this context, the posts related with social media positions submitted at an international job website, www.indeed.com, between August and September 2015 and for Istanbul and London are investigated with content analysis method. The latest 50 posts (100 in total) according to the date of posting for both cities have been evaluated. As a result of the analysis of posts; different aspects required from social media employees were determined. These are flexible working hours, being an active social media user, implementing creative campaigns; also military status, ability to speak foreign language and gender. Also, the posts were evaluated in general and some results were reached.
Key Words: Social Media, Social Media Expert, Social Media Expert Job Posting.

***Key Words:** Social Media, Social Media Specialist.*

Özet: Sosyal medya araçları her geçen gün kullanıcıların hayatında daha fazla yer kaplamaktadır. Kullanıcıların ilgisi kurumları da bu alana yöneltmekte ve sosyal medya kurumsal iletişimin aktif olarak kurulduğu sanal bir ortam haline gelmektedir. Ortamın sınırsız ve yaratıcılığa açık olması nedeni ile içeriğini oluşturmak ve yönetmek profesyonellik gerektirdiğinden, kurumlar sosyal medya alanında

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kendini geliştirmiş, eğitimli ve farklı sektör deneyimine sahip uzmanlar aramaya başlamıştır. Bu durum sosyal medya uzmanı iş ilanlarında, açık bir şekilde görülmektedir.

Bu çalışma, Birleşik Krallık ve Türkiye'de sosyal medya çalışanlarında aranan özellikleri ortaya koymak amacıyla yapılmıştır. Birleşik Krallık ve Türkiye'deki sosyal medya çalışanlarında aranan benzer ve farklı yönlerin neler olduğu çalışmanın ana sorunsalıdır. Bu doğrultuda, uluslararası iş bulma sitelerinden biri olan www.indeed.com, Ağustos-Eylül 2015 ayları içerisinde İstanbul ve Londra için verilen sosyal medya alanında çalışacaklara yönelik ilanlar, içerik analizi yöntemi ile incelenmiştir. Her iki şehir için verilen ilanlardan tarih sırasına göre son 50 ilan (toplam 100) değerlendirmeye alınmıştır. İlanların analizi sonucunda, sosyal medya çalışanlarından istenen esnek çalışma saati, aktif sosyal medya kullanıcısı olma, yaratıcı kampanyalar yapabilme gibi benzer ve askerlik yapma, yabancı dil bilgisi, cinsiyet belirtilmesi gibi farklı yönler saptanmıştır. Ayrıca ilanlar genel değerlendirmeye alınarak bazı sonuçlara ulaşılmıştır.

Anahtar Kelimeler: Sosyal Medya, Sosyal Medya Uzmanı, Sosyal Medya Uzmanı İş İlanı.

Introduction

Social media provides an interactive communication environment and it helps the users being a part of the online world; therefore gaining the attention of institutions. Social media combines technology and social entrepreneurship with pictures, videos and audio files. Moving with this information, it is possible to say that there are several different web based applications which constitute the concept of social media. The rapid developments in communication technologies today have introduced various new concepts such as new communication technologies, new media, Internet, social media and social networks. These new entities have also caused changes in sociological, cultural and economic field (Başlar, 2013, 1). Some of these are receiving the news, accessing the news, creating a perception, increase of international relations, changes in advertisement content and applications.

Institutions have realized the interest and request on technology and they have started to put effort to be in social media and required social media experts for this. But, this area does not have a long past, and some institutions usually appoint the technology employees within their organization; and others appoint the communication experts within their structure. With the rapid increase of interest and works on this field; a necessity for individuals with experience in new technology, with a communication infrastructure and with a skill to think strategically and creatively has appeared. Due to the reasons of lack of sufficient number of people working in this field and the effort of institutions from different areas to meet this requirement; there has been a remarkable increase in the number of institutions searching for social media experts. But, those individuals who wish to be employed in social media or those who focus on their training within this area have confusions as this is a brand new area and the institutions do not really know what they want. In this study, the job postings in two different countries were compared to show the expectations from social media experts as an attempt to overcome the confusions.

1. Literature Review

Various institutions, entities and organizations use social media networks both as source of information and in order to communicate with their stakeholders to listen up and find solutions. In the beginning, Internet had a unilateral flow of information with no chances to participate due to its official and solid structure. But, today it has a bilateral characteristic that allows the participation of users. New understandings in professional fields have appeared. These new technologies have removed the one-sided communication forced by mass media and a social media created by Internet users has appeared (Yılmazel, 2011, p.1). Social media has a vast space such as social networks, micro blogs, picture sharing

networks, RSS (Rich Site Summary), podcasting, virtual worlds, wikis and in a broad perspective (Safko & Brake, 2009, p.26). This vast application space differentiates the processes of organizational communication and customer relations and it also finds more space within the daily routines of customers. Although the institutions within this competitive environment try to transmit their messages to their customers; the traditional methods of communication are insufficient to reach the customers. Therefore the institutions increase their organizational communication activities in virtual spaces and give higher importance to online and social media networks. Similarly, customers have also started to use Internet and mobile communication devices instead of traditional media devices only. Customers use mobile devices such as smart phone, tablet computers etc. and they order food, read newspapers or listen to the radio through these devices. Customers can share things in social media by utilizing the social characteristics provided or they can interact with other users. Thereby, an interactive communication is established. Customers place Internet and social media among their daily routines and this leads the institutions to conduct their marketing activities in new spaces such as Internet and social media.

Some functional characteristics affected by social media can be listed as identity, dialogue, sharing, accessibility, relations and communities. Each functional characteristic helps to understand a different part of social media experience (Kietzmann et.al., 2011, p.241).

Identity: Social media caused a change on the concept of identity. There are virtual identities along with real ones. Virtual identity means the identities of people reflected in virtual platforms. With the help of social media, people can support any nation or ethnic identity they wish; and the abolition of physical borders provides a chance to select any identity to choose from.

Dialogue: Social media provides the chance for the users to transfer into an environment where they can receive information, and create chat, speaking and discussions interactively. Dialogue means the communication of social media users with the other users. The priority of social media is to provide communication among its users.

Sharing: People make sharing via social media in order to gain more friends and to belong in more groups. With social media, share of information has increased.

Accessibility: Social media is a bridge between the real world and virtual world. Users interact with other users and access to many information about real world via social media.

Relations: Relations is the element that brings the social function to social media. The most important feature between social media and traditional media is that social media allows people to establish a two-way relation with others. Relations are the most important part of this array.

Communities: Individuals that constitute the communities in social media platforms interact effectively with each other. They share interesting photos, political issues or their favorite TV shows with each other in these communities.

Concept of social media has dimensions such as media, user and technology. Social media can be understood better if these dimensions are considered as a whole. When we consider the media dimension of the concept of social media; we see that it has different characteristics than traditional media and the user end can be defined by user based content and the technology dimension can be explained by Web 2.0 (İşlek, 2012, p.5). The platforms in Internet which are published and disseminated through social networks is named as social media web sites (Özmen & Vili, 2014, p.270). The first viewed Web 1.0's content was produced and disseminated by professionals, and this process has changed with

web 2.0. A new process and content has started to be generated by mass instead of a couple of experts. With Web 2.0; the Internet usage type of the users has changed and users from different segments of the society have started to interact with web (Zafarmand, 2010, p.16). Web 2.0 has also made it easier to access those individuals and institutions which are hard to reach and can affect the purchasing decisions (Çetin, 2010, p.19). Some other advantages and disadvantages of Web 2.0 are below (Grosseck, 2009, p.480):

Advantages:

- Reduction of costs;
- Flexibility, as far as the possibility of choosing technologies is concerned;
- Easier and faster access to information, when and where it is needed;
- The integration of a variety of Web 2.0 technologies in the teaching-learning activities;
- Extensive opportunities of information and collaboration by the agency of social bookmarking services;
- Possibility to control access to resources by authenticating users;
- Sharing accumulated experiences (blogs, microblogs, wikis, flickr, youtube) and resources;
- Independence from the platform (a computer, with browser and Internet connection is enough);
- Compatibility with the elements of the educational field and the existing contextual dynamics;
- The low level of complexity needed for use (minimum skills in using the Internet);
- Reliability in continuous usage, over an extended period of time;
- Redistribution of effort, so that less and less time and energy are spent during search and information management (del.icio.us, RSS);
- The increase in number of modalities of use and the heterogeneity of didactic practices and of types of formation, due to the diversity of the new technologies;
- The possibility to test the existing didactic practices, without great changes in the current modus operandi;
- The major focus on didactic innovation, and not on the technology per se;

Disadvantages:

- An Internet connection is required (especially a broadband connection);
- It hides behind it a sum of technologies and concepts which are still insufficiently defined;
- It is based on Ajax, which depends on JavaScript and, therefore, a user without activated JavaScript, won't be able to use the respective page;
- It determines variations of interpretation between types of browsers;
- It offers free things, in open-source structures, with a rather vague significance;
- It leads to a low quality of the actual content, with sites which struggle in deep informational mediocrity;
- It promotes amateurishness by invaluable contents generated by users;
- It gives everyone the opportunity to complain, thus creating a community without rules;
- It has monetary quantification (the Internet as a business - Google);
- It is a kind of second-hand Web, a medium for persons with low digital abilities;
- It has limited security;
- The speed of programs is incomparably lower than the one of desktop programs;
- It doesn't mean anything per se, it is just electronic junk;
- The extremely diversified offer of technologies which can be used and which exist on the market at the moment, make the actual selection process difficult;
- Time and knowledge invested in the Web 2.0 technologies.

Social media applications with Web 2.0 familiarize institutions with customers. The social network utilization of institutions and the usage areas are explained in Table 1.

Business area	Selected activities
1. Research and development	Product development Market research
2. Marketing and sales	Marketing campaigns Word-of-mouth marketing Targeted advertising Social CRM
3. Customer service	Customer support After sales support
4. Human resources	Recruiting Employer branding
5. Internal applications	Expert search Collaboration in virtual teams Knowledge management

Table 1: The Usage Areas of Social Networks by Institutions (Heidemann; Klier; Probst, 2012, p.3873).

Institutions generally use the social media networks for research and development, marketing and sales, customer services, human resources and intra-institutional applications. İyiler (2009) has considered the utilization reasons of social media networks under 10 titles and mentioned their percentages (look at Table 2).
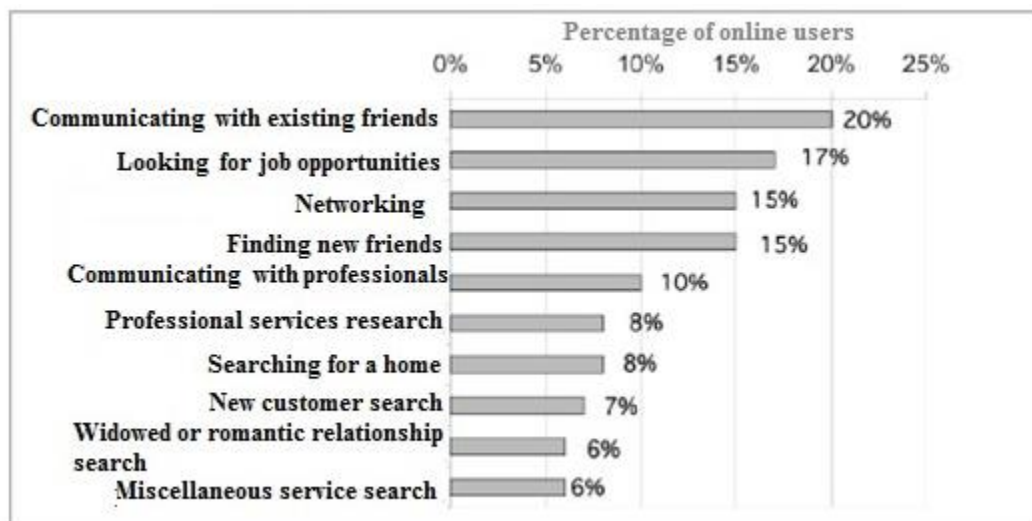
Table 2: Reasons of Social Networks and Business Networks by Users, (İyiler, 2009, p.12).

As it can be seen above, 17 % of the social media users have used social network to search for job opportunities in 2009. This utilization contains reviewing the job posts or to collect information about the institutions which have posted the job. The job postings that reflect the skills, training and expertise expected from those who will be employed in the field of social media, provide hints for those people who will become specialized in this field or work in this area.

2.1. Aim of Research
This study is conducted to reveal the characteristics required from those who will be recruited in London (United Kingdom) and Istanbul (Turkey) in the field of social media; by reviewing the job postings related

with social media at Indeed.com[*]. The main research question of this study is to understand the initial similarities and differences expected among the social media employees in the United Kingdom and Turkey.

2.2. Research Methodology

Content analysis is used to review 100 posts published for both countries. Content analysis is the technique to collect the content of the text and to analyze it. "Definition of data and revealing the truth inside the data is aimed with the method of content analysis" (Gülbahar & Alper, 2009, p.100). While doing the content analysis, four stages are used for processing the data obtained from different documents: These are: (1) Coding the data, (2) Finding the themes, (3) Arranging the codes and themes, and (4) Identifying and interpreting the findings (Yıldırım & Şimşek, 2006, p.228). This study has also used these four stages.

2.3. Processes and Tools of Study

www.indeed.com which is a job-search web site through which job posts of more than 50 countries can be reached, has been reviewed via the content analysis method for August-September 2015. Cities of London and Istanbul were selected and analyzed due to the reasons that both are on the same continent, both are considered as the technology centers of the countries they are located and both have very similar populations (10-15 million). When a search in English was made for London with the keywords of "social media", 323 results were found. Whereas, the search with the same keywords in Turkish for Istanbul has brought 239 related posts. Latest 50 posts of those were evaluated. Obtained posts were transferred to the evaluation tables with certain themes in order to code the data. The themes to be evaluated in the tables created for content analysis were reviewed and collected under subject titles. After the arranged data, a second comparison was done and the reliability of study was provided. Then the identification of findings stage started.

2.4. Findings and Discussion

Posts in Istanbul:

50 job postings published by institutions for Istanbul under the title Istanbul on Indeed.com were reviewed and the details are indicated below:

- When we look at the job postings in Istanbul, we see that forty five institutions' names were indicated out of fifty posts.
- Twenty three posts indicated Istanbul, nine teen of them indicate European side of Istanbul and eight of them indicate the Anatolian side of Istanbul as the specific locations.
- When we look at posting durations, we see that forty three posts did not mention any time range, three posts said two months, three posts said one month and one post said fifteen days as the publication period.
- 39 of the posts do not express the number of people to be recruited, six posts indicate 1 person will be recruited, four posts indicate 2 and one post indicates 3 people will be recruited.
- Only one of the posts do not indicate the name of the position being searched for. When we look to other 49 posts, we see that the positions being searched for are Social Media Expert in eighteen posts, Social Media Manager in five posts, Digital Marketing and Social Media Expert

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[*] "Indeed.com is an employment-related search engine for job listings launched in November 2004. As a single-topic search engine, it is also an example of vertical search. Indeed is currently available in over 50 countries and 28 languages. In October 2010, Indeed.com slipped past Monster.com to become the most high-traffic job website. The site aggregates job listings from thousands of websites, including job boards, staffing firms, associations, and company career pages. In 2011, Indeed began allowing job seekers to apply directly to jobs on Indeed's site and offering resume posting and storage.Indeed is based in Austin, TX but has offices around the world" (https://en.wikipedia.org).

in three posts, Digital Marketing Expert in three posts, Digital Marketing and Social Media Supervisor in two posts and Social Media Assistant in two posts. Also, we see search for the positions of Online Redactor, Content SEO Editor, Marketing and Social Media Supervisor, Social Media and sales Expert, Web Site Content Editor, Ad words and Social Media Advertisements Account Management Expert, Web Site Social Media Content Manager, Digital Design Expert, Social Media Consultant, Digital Marketing and Web Analysis Expert, Marketing Expert, Social Media Communication Expert, Social Media Representative, Social Media Advertisement Expert, Social Media Expert / Content Management, Digital Media/ Social Media Supervisor, for each 1 job post is published.

- Thirty six posts did not mention any specific area of graduation. Also, some posts refer more than one department. 10 posts require Faculty/Department of Communication, three posts require Marketing Department, three posts require Advertisement Department, three posts require Social Sciences, two posts require Business, two posts require Graphic Design and also there are some posts with the requirement of Media and Communication Department, Sales and Marketing Department, Public Relations, Educational Sciences and sociology each. Also, some posts have mentioned departments such as industrial engineering, business engineering, statistics, economy, visual communication design and design.

- 18 posts did not express any graduation degree. When we look at the required graduation degrees, we see that there are institutions that accept one or more graduation degrees. These are; high school in 1 post, vocational school or undergraduate in 3 posts, undergraduate in 19 posts, undergraduate or graduate in 5 posts, masters degree in 1 post and masters degree or doctoral degree in 3 posts.

- 22 out of fifty posts do not indicate any years' experience. Ten posts require one year experience, eleven posts require two years of experience, four posts require three years of experience and three posts require five years of experience.

- Forty one posts did not mention any age range and 18-35, 18-25, 20-45, 20-35, 20-30, 25-35, 21-32, 23-40, 24-30 were mentioned for once.

- Thirty four of the posts did not mention any gender; thirteen of the posts stated that they were looking for male and female employees, and three posts mentioned that they were looking for female employees.

- Thirty six posts did not mention anything about the military service status of male candidates; seven posts have put the condition of completing the military service and seven posts have put the condition of completing the military service or postponed.

- Twenty five posts do not put foreign language as a compulsory, twenty three posts expect English knowledge and two posts expect both English and German.

- None of the posts indicate anything about the wages.

London Posts:

50 job posts from London in www.indeed.co.uk were taken with the concept of "social media" and their content was reviewed.

- None of the posts indicate anything about age limit, gender, military service (as military service is not compulsory in UK), the posting time of the job post or the number of personnel requested.

- 49 of the posts indicate the name of institution, only one of them indicate nothing.

- When we look at the places of work, we see that thirty seven of them are in London, four of them are in Harrow, two of them are in Hounslow and the remaining are Wartford, Borehamwood, Guildford, Wimbledon, Hernel Hempstead, Southall, Edgware; one for each.

- All of the 50 positions have mentioned the name of position. These are four Digital Marketing Executive, four The Blogger Program Marketing Executive, three Social Media Content

Executive, three Social Media Manager, two Social Media Administrator, two Social Media Assistance, two Social Media Executive, two Marketing Executive, two Creator Development Manager, and the remaining are Social Media Coordinator, Social Media Expert, Social Media & Marketing Manager, Social Media Community Manager, Social Media Specialist, Community Manager, Communications Executive, Marketing Associator, Marketing Assistant, Digital Marketing Assistant, Digital Marketing Manager, Marketing Consultant, Marketing Communication Officer, Graphic Designer & Blogger, Fashion Social Media Content Executive, Customer Agent, Online Marketing Assistant for Music Composer, Digital Producers, Customer Service Advisor, Graduate Marketing Executive, Field Sales Executive, Online Marketing Executive, Blogger, Editor, Candidate Researcher Role, Web Editor; one for each.

- 35 of the posts did not mention anything about graduation degrees. Four of the posts say high school, four of them require university, three of them require university industry equivalent, two of them require high school or equivalent, one of them require college or university and one of them require postgraduate degrees.

- 45 of the posts did not mention anything about the graduation field. Graphic Design and Marketing/Blogging, Marketing Analytic Field, Advertising and Communication, Communication, and Marketing were the specific fields required in one post each.

- Work experience is mentioned in thirty six posts and the experiences are stated as 1, 2, 3 and 4 years. Twenty nine posts request 1 year, five posts request 2 years, one post requests 3 years and one post requests 4 years work experience.

- About the language requirement of institutions; we see that nine posts indicate good/professional English. Within these nine posts, French is required as the second language in one, and "any second foreign language" in another. One of the posts indicated that they were looking for someone who speaks Tagalong, and the remaining forty posts did not indicate any language requests.

- 28 posts indicate nothing about the salary. 15 posts have announced that the salary will be between 20.000-30.000 Pounds, 3 posts indicated that a hourly rate of 8 Pounds; and the remaining have indicated the salary as 16.000 Pounds, 3.000 Pounds (part-time), 86.26 Pounds (daily) and 35 Pounds (daily).

When we look at job posts in Indeed.com; we see similarities and differences in the characteristics of posts for Istanbul and London. When we evaluate the posts for Istanbul; in addition with the characteristics indicated above, we see that the employees being searched for are those with high level of general knowledge, not smoking, with no travelling restrictions, informed in media crisis management, who can conduct online reputation management, who can support the staff in his/her team for their improvement, someone with style, who has the modern writing art, who can prepare press bulletins and newsletters, who can adopt with intensive work pace, someone with flexible working hours, young and dynamic, someone who loves to read books and follows the national and international resources about his/her area, informed on E-commerce processes, online sales, search engine optimization and E-mail marketing, who can successfully manage launching and product development processes and who can take responsibility in income raising and sales generative activities.

When we look at the posts for London, in addition to the characteristics required as above; we also see that the companies require characteristics such as someone who is careful with details, who has high skills of computer usage, a high level of organization skills, skill for web graphic design, with a sense of humor, flexible, someone experienced in social media works/campaigns and creative digital applications, with high personal motivation, who can work independently, who is open for team work, who can use the social platforms actively, who has flexible working hours and who can adopt to intense working pace.

Common features that can be seen in the posts for Turkey and the United Kingdom are that they all search for employees who can use MS Office, social media management, brand tools, platforms (Google +, Google Analytics, Twitter, Facebook, Photoshop, Social Bakers, SEM, SEO, PPC, Tumblr, Dreamweaver...) effectively, who have verbal and written communication skills, and editorial skills with an ability to write. In addition with these basic requests; employees are searched who can conduct creative content management and update, performance/status analysis, and who can conduct content planning and management by following the social media trends and using that information, who can create and execute campaigns, who can prepare reports about the business and the competitors. Also; those employees who can make the content generation and updates for digital communication, who has experience in social media account management planning, execution and reporting; who is competent with the necessary computer programming languages for this position, who knows the basic HTML and design programs; who follows the latest articles and posts on brands, institutions and individuals and determining/executing the appropriate communication strategies, and those who will increase the followers of the institution they work at.

There are also some distinct features mentioned by the institutions. The bases of these are sectoral differences and the criteria appropriate with the sector. When the posts for two cities are compared; we see that information such as military service, number of people, gender, date range of the post and the age range of the specific person are only in posts for Istanbul; and such information do not exist in the posts for London. On the other hand, no information can be obtained about the salary and time of work in Istanbul posts; but it is possible to see those in posts for London (22).

CONCLUSION

Institutions have been actively using social media recently. This active usage directly affects institutional works such as communication and marketing; and also the new recruitment. This study has reviewed the social media job posts at Indeed.com; and a content analysis for 12 different themes was made for the job posts on social media in London and Istanbul. As a result of the content analysis, it was seen that the posts for Istanbul have generally indicated the names of the institutions, number of people to be recruited and the name of position. Again, more than half of the posts on Istanbul require job experience (28), age range was not mentioned except for nine posts, more than half of the posts did not give out any information on gender (34), more than half of the posts did not require any military service exemption information from the candidates (36) and the posts requested the candidates to speak English. Also, even though the definitions of duty for the positions were same, the names were used in a different way and that there was a mix up. In more than half of the posts, the graduation areas was not mentioned (36), and the rest have required social sciences degrees.

When we look at the job posts for London; all the posts except for one indicate the institution's name, the name of the position searched for (although the definition of job is same) is different, and more than half of the posts (35) did not mention the required graduation degree and the ones that mention were between high school-postgraduate degrees. Graduation field is indicated only in five posts as communication/social sciences. Also, it is seen that work experience is required in most of job posts (36) for between one year and four years, two posts have requested French (1) and Tagalong (1) as the foreign language, and none of the other posts have required an extra foreign language. None of the London posts indicate anything about the age limit, gender, military status of the person to be recruited, or anything about the posting date range or the number of personnel requested.

In addition to these characteristics required in social media posts; we see that programming, reporting, activity and campaign generation in social media networks, and to make interactive studies are among the expectations of institutions. Also, it is seen that the institutions are searching for

individuals who are equipped, expert in social media field, inclined for team work, and open to research and innovation in the fields of communication/social sciences.

Social media networks develop, renew and increase every day. The developments of information technologies necessitate people and institutions to be compatible with information technologies / social networks. In such a process where social media is so important, the qualities of social media experts are important for institutions and customers.

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Appendix

Posts of Istanbul

	The Name of Company	Desired City	Posting Durations	The Number of Required Staff	Position Name	Desired Graduation Field	Desired Graduation Level	Work Experience/Years	Desired Age/Range of Age	Desired Sex	Military Service (For Men)	Desired Second Language
1	1	İstanbul	-----	-----	Social Media Executive	------	Graduate	5 year	-----	-----	-----	-----
2	1	İstanbul	-----	2	Social Media Manager	------	------	1 year	------	------	Finished	English
3	1	İstanbul (European Side)	------	-----	Digital Marketing and Social Media Executive	------	Graduate	2 year	------	------	Finished/Delayed	English
4	1	İstanbul (European Side)	-----	-----	Social Media Executive	------	Graduate	5 year	------	------	------	English
5	1	İstanbul ((European Side)	----	3	Social Media Executive	------	High School	1 year	18-35	Female-Male	------	------
6	1	İstanbul	----	1	Social Media Executive	Marketing, Communications or Advertising	Graduate	2 year	------	------	Finished	-----
7	1	İstanbul (Asian Side)	----	-----	Social Media Executive	-----	Graduate, Masters, Phd	-----	-----	-----	-----	-----
8	1	İstanbul	----	-----	Social Media Executive	-----	-----	2 year	-----	-----	-----	English
9	1	İstanbul (European Side)	----	-----	Social Media Executive	Marketing, Communications, Advertising	Graduate	-----	20-45	Female-Male	-----	
10	1	İstanbul	----	-----	Online Redactor	Media and Communications	Graduate, Masters	1 year	-----	-----	-----	English, German
11	1	İstanbul (European Side)	----	-----	Content/SEO Editor	-----	Graduate, Masters	2 year	-----	-----	-----	-----
12	0	İstanbul	----	-----	Marketing and Social Media Manag	-----	Graduate, Masters, Phd	2 year	-----	-----	-----	English

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13	1	İstanbul (European Side)	----	-----	Digital Marketing and Social Media Manager	Communications or Graphic Design	Vocational School, Graduate	1 year	-----	Female-Male	Finished/Delayed	English
14	1	İstanbul	----	-----	Social Media Manager	-----	-----	-----	----	Female-Male	-----	-----
15	0	İstanbul	----	-----	Social Media Executive	-----	Graduate	-----	----	Female	-----	English
16	1	İstanbul (European Side)	----	-----	Social Media Executive	-----	-----	-----	----	Female-Male	-----	-----
17	1	İstanbul	----	1	Social Media and Selling Executive	Selling and Marketing or Education Sciences	Graduate	-----	----	-----	Finished	English
18	0	İstanbul (European Side)	1 m.	-----	Website Content Editor	-----	Graduate	2 year	20-30	-----	-----	English
19	1	İstanbul (Asian Side)	----	-----	Social Media Executive	-----	-----	1 year	21-32	Female-Male	-----	-----
20	1	İstanbul (European Side)	1 m.	-----	Social Media Assistance	-----	Graduate, Masters	1 year	-----	-----	-----	English
21	1	İstanbul	----	-----	Adwords and Social Media Advertising Account Manager	-----	-----	1 year	-----	-----	Finished/Delayed	-----
22	1	İstanbul (Asian Side)	----	-----	Digital Marketing and Social Media Manager	-----	-----	-----	24-30	Female-Male	Finished/Delayed	-----
23	1	İstanbul (European Side)	2 m.	-----	Social Media Executive	Communications and Social Sciences	Vocational School, Graduate	-----	----	-----	-----	-----
24	1	İstanbul (European Side)	----	-----	Website Social Media Content Manager	-----	-----	-----	18-25	Female-Male	-----	-----
25	1	İstanbul (European Side)	-----	2	Digital Media /Social	-----	Graduate	-----	----	-----	-----	-----

					Media Manager								
26	1	İstanbul (European Side)	-----	-----	Digital Design Specialist	Design, Visual Communication and Design	Graduate	2 year	-----	-----	-----	-----	-----
27	1	İstanbul (Asian Side)	-----	-----	Digital Marketing Executive	-----	Graduate	3 year	-----	-----	-----		English
28	1	İstanbul (Asian Side)	-----	-----	Social Media Executive	-----	-----	-----	-----	-----	-----	-----	-----
29	1	İstanbul	-----	-----	Social Media Executive /Content Manager	Communications Faculty, Public Relations Department	-----	1 year	-----	-----	-----		English
30	1	İstanbul	-----	-----	Social Media Consultant	-----	-----	-----	-----	-----	Female	-----	English
31	1	İstanbul	-----	1	Digital Marketing and Web Analyst Executive	Industrial Engineering, Management Engineering, Statistics, Business Administration, Economics	Graduate	3 year	-----	-----		Finished	-----
32	1	İstanbul	-----	-----	Marketing Executive	-----	-----	-----	-----	-----	-----	-----	English
33	1	İstanbul (Asian Side)	2 m.	-----	Social Media Assistance	-----	Vocational School, Graduate	2 year	-----	-----	-----	-----	-----
34	1	İstanbul	-----	-----	Social Media Executive	-----	-----	1 year	-----	-----	-----	-----	English
35	1	İstanbul (European Side)	1 m.	-----	Social Media Manager	-----	Graduate, Master	5 year	-----	-----		Finished	English
36	1	İstanbul (European Side)	---	-----	Social Media Executive	Communications or	Graduate	-----	-----	-----	Female-Male	Finished	English

						Social Sciences						
37	1	İstanbul	----	-----	Digital Marketing Executive	-----	Graduate	3 year	-----	-----	-----	English, German
38	1	İstanbul (European Side)	-----	-----	Social Media Manager	-----	-----	-----	-----	-----	-----	English
39	1	İstanbul	-----	2	Social Media Executive	-----	-----	-----	-----	-----	Finished	English
40	1	İstanbul	-----	-----	Social Media and Communication's Executive	-----	Graduate, Masters, Phd	2 year	-----	-----	-----	English
41	1	İstanbul (European Side)	--	1	Social Media Executive	Communications or Social Sciences	Graduate	-----	-----	-----	-----	English
42	1	İstanbul (Asian Side)	15 days.	-----	Social Media Executive	Communications Faculty	Masters	3 year	-----	Female	-----	-----
43	1	İstanbul (European Side)	-----	-----	Digital Marketing and Social Media Executive	-----	Graduate	-----	20-35	Female-Male	Finished/Delayed	-----
44	1	İstanbul (Asian Side)	-----	-----	Digital Marketing and Social Media Executive	Communication, Advertising, Graphic Design, Marketing, Business	Graduate	-----	-----	Female-Male	-----	-----
45	1	İstanbul	-----	-----	Social Media Representative	Communication Faculty, Sociology	Graduate	1 year	-----	-----	Finished/Delayed	English
46	0	İstanbul	-----	-----	Digital Marketing Executive	-----	Graduate, Master	2 year	-----	-----	-----	English
47	0	İstanbul	-----	1	Social Media Executive	-----	Graduate	2 year	-----	-----	-----	-----
48	1	İstanbul (European Side)	-----	-----	Social Media and Advertise	-----	-----	-----	25-35	Female-Male	Finished/Delayed	

					ment Executive							
49	1	İstanbul	2 m.	2	Social Media Manager	-----	-----	-----	23-40	Female-Male	-----	-----
50	1	İstanbul	-----	1	----	----	-----	-----	----	-----	-----	-----

Posts of London

	The Name of Company	Desired City	Posting Duration	The Number of Required Staff	Position Name	Desired Graduation Field	Desired Graduation Level	Work Experience /Years	Desired Age/Range of Age	Desired Sex	Military Service (For Men)	Desired Second Language or Desired Language
1	1	Harrow	-----	-----	Social Media Content Executive	------	------	1 year	-----	-----	-----	-----
2	0	Harrow	-----	-----	Social Media Assistance	------	------	------	------	------	-----	-----
3	1	London	-----	-----	Social Media Assistance	------	------	------	-----	-----	-----	-----
4	1	South West London	-----	-----	Social Media Manager	------	------	1 year	-----	-----	-----	-----
5	1	London	-----	-----	Community Manager	-----	------	1 year	------	-----	-----	English
6	1	Hounslow	-----	-----	Social Media Administrator	------	High School or Equivalent		------	-----	------	-----
7	1	Southall	-----	-----	Graphic Designer & Blogger	Graphic Design and Marketing / Blogging	University	1 year	------	-----	-----	-----
8	1	Harrow	-----	-----	Social Media Content Executive	-----	------	1 year	------	-----	------	English
9	1	Hounslow	-----	-----	Social Media Administrator	-----	------	1 year	-----	-----	-----	English and one more
10	1	London	-----	-----	Social Media Coordinator	Marketing Analytical Field	High School	------	------	-----	-----	English
11	1	London	-----	-----	Marketing Assistant	------	High School	------	-----	-----	-----	-----
12	1	London	-----	-----	Fashion Social	-----	High School	1 year	-----	-----	-----	-----

					Media Content Executive							
13	1	London	-----	-----	Social Media Expert	-----	High School	1 year	-----	-----	-----	English
14	1	London	-----	-----	Creative Development Manager	-----	University, Industry Equivalent	1 year	-----	-----	-----	-----
15	1	London	-----	-----	Communications Executive	Communication	Post Graduate	1 year	-----	-----	-----	-----
16	1	London	-----	-----	Marketing Executive	-----	-----	2 year	-----	-----	-----	-----
17	1	London	-----	-----	Customer Agent	-----	-----	1 year	-----	-----	-----	-----
18	1	London	-----	-----	Online Marketing Assistant for Music Composer	-----	-----	------	-----	-----	-----	English
19	1	London	-----	-----	Social Media Manager	Marketing, Advertising, Communications	University	------	-----	-----	-----	-----
20	1	London	-----	-----	The Blogger Programme Marketing Executive	-----	-----	1 year	-----	-----	-----	-----
21	1	London	-----	-----	Digital Marketing Executive	-----	-----	1 year	-----	-----	-----	-----
22	1	London	-----	-----	Digital Marketing Executive	-----	-----	4 year	-----	-----	-----	English
23	1	London	-----	-----	The Blogger Programme Marketing Executive	-----	-----	1 year	-----	-----	-----	-----
24	1	London	-----	-----	Digital Marketing Manager	-----	-----	2 year	-----	-----	-----	-----
25	1	London	-----	-----	Creator Development Manager	-----	University, Industry Equivalen	1 year	-----	-----	-----	-----

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26	1	London	-----	-----	Social Media Community Manager	-----	-----	1 year	-----	-----	-----	-----
27	1	London	-----	-----	Social Media Executive	-----	-----	1 year	-----	-----	-----	-----
28	1	Watford	-----	-----	Digital Marketing Assistant	-----	-----	1 year	-----	-----	-----	-----
29	1	London	-----	-----	Digital Producers	-----	-----	-----	-----	-----	-----	-----
30	1	Borehamwood	-----	-----	Customer Service Advisor	-----	-----	-----	-----	-----	-----	-----
31	1	London	-----	-----	The Blogger Programme Marketing Executive	-----	-----	1 year	-----	-----	-----	-----
32	1	London	-----	-----	Marketing Associate	-----	-----	-----	-----	-----	-----	-----
33	1	London	-----	-----	Graduate Marketing Executive	-----	University	-----	-----	-----	-----	-----
34	1	Guildford	-----	-----	Field Sales Executive	-----	-----	1 year	-----	-----	-----	-----
35	1	London	-----	-----	The Blogger Programme Marketing Executive	-----	-----	1 year	-----	-----	-----	-----
36	1	London	-----	-----	Social Media Executive	-----	University	1 year	-----	-----	-----	English
37	1	Wimbledon	-----	-----	Social Media Manager	-----	-----	3 year	-----	-----	-----	-----
38	1	Harrow	-----	-----	Social Media Content Executive	-----	-----	1 year	-----	-----	-----	-----
39	1	London	-----	-----	Online Marketing	-----	University, Industry	1 year	-----	-----	-----	-----

					Executive		Equivalent					
40	1	Hernel Hempstead	----	-----	Marketing Communications Officer	-----	-----	2 year	-----	-----	-----	-----
41	1	London	----	-----	Digital Marketing Executive	-----	-----	2 year	-----	-----	-----	-----
42	1	London	----	-----	Marketing Executive	Marketing	High School, Equivalent	-----	-----	-----	-----	-----
43	1	London	----	-----	Digital Marketing Executive	-----	-----	2 year	-----	-----	-----	-----
44	1	London	----	-----	Blogger	-----	-----	1 year	-----	-----	-----	-----
45	1	Edgware	----	-----	Marketing Consultant	-----	-----	1 year	-----	-----	-----	-----
46	1	London	----	-----	Editor	-----	-----	-----	-----	-----	-----	English, French
47	1	London	----	-----	Candidate Researcher Role	-----	-----	1 year	-----	-----	-----	-----
48	1	London	----	-----	Social Media & Marketing Manager	-----	-----	1 year	-----	-----	-----	-----
49	1	London	----	-----	Social Media Specialist	-----	College, University	1 year	-----	-----	-----	-----
50	1	London	----	-----	Web Editor	-----	-----	-----	-----	-----	-----	Tagalog