

## **Social Media Executive**

### **Job description**

#### **Roles and Responsibilities**

Develop and manage digital marketing campaigns.

Oversee a social media strategy.

Generate Leads

Write and optimize content for the website and social networking accounts such as Facebook, Linked In, Instagram, and You Tube and other social media platforms.

Create engaging content for all the social media platforms

Launch optimized online adverts through Google Ads, Facebook, etc. to increase company and brand awareness.

Provide creative ideas for content marketing and update the website.

Build an inbound and Outbound marketing plan.

Monitor competition and provide suggestions for improvement.

Build the brand and create a strong online presence with our target audience.

Work with external partners on co-marketing efforts.

Acting as a contact between a company and its existing and potential markets.

Getting customer feedback and customer engagements.

Content editing for book and articles

Maintaining a daily log and monthly reports.

#### **Desired Candidate Profile**

1-3 years Experience as a social media executive or digital marketing executive

Experience with social media, Google Adwords and email campaigns

Expert knowledge of all leading social media sites, including their algorithms.

Working knowledge of ad serving tools

Excellent understanding of digital marketing concepts and best practices

In-depth understanding of the processes surrounding the creation and distribution of paid advertisements.

Perfect knowledge of web analytics tools

Analytical mindset and critical thinking

Excellent communication and interpersonal skills

Ability to create authoritative and persuasive texts.

Flexible and engaging writing style.

**Job Location** : 1538, Regus, Dev Corpora , Near Cadbury Junction, Thane