

Social Media Manager

- Strategize new ideas, reform, trends and design implementation for different social media platforms and industry verticals.
- Creatively think of quirky puns, memes, one-liners and ad copies as a part of a campaign.
- Should have basic knowhow of colours, shapes, forms and functions of different design and content elements.
- Attain certain and specific goals in Creative Creation, expediting, management and execution while working in close coordination with our designers.
- Attain certain and specific goals in generating leads, lead qualification, marketing communication, building brand image and conversion of the leads.
- Market digital products such as websites and mobile applications in both ways – Online and Offline. It includes giving ideas for printed materials such as brochures and posters as well as executing online marketing campaigns.
- Use Digital Marketing strategies for marketing a product, whether digital or not. This includes online adverts, viral YouTube videos or any online marketing campaign.
- Monitor the performance of campaigns and other marketing efforts, evaluating them and taking proper measures to improve the performance.
- Duly Fill Sheets and Reports required for execution and management of the Digital Marketing Campaigns.
- Present your performance and fill out the Reports as required by the core team members.
- Plan and execute marketing projects and campaigns. Ideation and creation of collaterals, distributing them in various media and social platforms and measuring its impact and effectiveness.
- Perform activities relating to Search Engine Optimization on a continuous basis.
- Create and execute SMS and E-mail based marketing campaigns.
- Execute Social Media efforts and strive to improve the results in terms of KPIs e.g. likes, shares, tweets, etc.
- Review and actively manage the website and other online assets and sources.
- Promote our products and services in the digital space.
- Use and research the Internet and new media to reach new customers, generate leads and retain existing customers.
- Analyse market research and plan promotions, competitions and other various creative marketing techniques based on the research results.
- Be highly up-to-date with advances in web technology.
- Know all about social networking and viral marketing campaigns.
- Be efficient in using technical language effectively, using all the appropriate Internet jargon.
- Be comfortable writing and communicating effectively about technology.
- Be able to think creatively about innovative approaches to marketing.