

JOB OVERVIEW			
JOB TITLE	Social Media Manager		
JOB NO. / ID	Techies 0101	DATE LISTED	8/7/2021
JOB LOCATION	Amritsar		
GENERAL DESCRIPTION	We are hiring a Social Media Manager who holds a decent experience in managing Social Media Marketing and Optimization campaigns with assured satisfactory results. The ideal resource would have at least 3 years of experience in managing social media accounts for clients/or should have agency experience.		
DIVISION / DEPARTMENT	Digital Marketing	REPORTS TO: NAME	Mr. Anurag Byala
SUBDIVISION	SMO/SMM	REPORTS TO: TITLE	CEO
POSITION DETAILS			
<input checked="" type="checkbox"/> FULL-TIME	<input type="checkbox"/> PART-TIME	54	HOURS PER WEEK
<input type="checkbox"/> CONTRACTOR	<input type="checkbox"/> INTERN	<input type="checkbox"/> EXEMPT	<input type="checkbox"/> NONEXEMPT
DETAILED JOB DESCRIPTION	<ul style="list-style-type: none"> * Analyze social media page(s) and communities, monitor feed and prepare a swot analysis for brands. * Plan or monitor and build brand communities across FB, Twitter, Instagram, and other social platforms. * Be the face and voice of the brand, providing communication and growth plans. * Managing responses on Social Media Accounts on behalf of Brand/client. * Monitor effective benchmarks for measuring the impact of social media programs, and analyze, review, and report on effectiveness of campaigns in an effort to maximize results. 		
Roles & Responsibilities	<ul style="list-style-type: none"> *Understand branding requirements & create copy based around it. *Manage client's accounts on social media channels, including Instagram, Facebook, LinkedIn, Twitter, and other relevant platforms *Develop relevant content topics to reach the client's target audience. *Create, curate, and manage all published content (images, blogs, video and written). *Monitor, listen and respond to users in a - Social- way. *Design, create and manage promotions and Social ad campaigns. *Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each reviews. *Analyze key metrics and strategy as needed. *Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics. *Engages in social media presence creation on new and emerging social media platforms 		
EDUCATION REQUIREMENTS	Graduation/MBA in Marketing		
Skills/Proficiency in Tools	SMO/SMM/PPC/Google Ads/Facebook Ads/Organic Promotions/Team Management/Slack/Asana/Google Docs/Spreadsheets		

Benefits & Other Details

CTC Offering	Negotiable	Joining	Immediate
Working Days	6 Days a week		
How to apply	Email CV at gaytari.tiwari@iamtechie.com , or hr@techiesinfotech.co.in		
Interview process			