

Social Media Associate

Location Delhi	CTC 2.4-4.8 LPA	Category Social Media	Posted on Jan-2019	Posted by Kritika
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Requirements

- Experience in similar profile.

Skills

- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills

Key Responsibilities

- Design and implement social media strategy to align with business goals
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media account's design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Paid Marketing (Facebook, Instagram and LinkedIn ads)