

Social Media Executive

Description

We are looking for a qualified Social Media Executive to join our team who will develop and implement a comprehensive social media strategy to increase web traffic and brand awareness for our digital marketing clients as well as our companies.

As a Social Media Executive, you will be responsible for developing and implementing social media strategies that align with our business goals. You will be responsible for creating and curating content, building and engaging with our online community, and analyzing the performance of our social media campaigns. You will also work closely with other departments such as marketing, sales, and customer service to ensure that our social media efforts are integrated with our overall business strategy.

Key Responsibilities

1. Develop and implement a comprehensive social media strategy that aligns with business goals.
2. Create and curate engaging content for various social media platforms including Facebook, Instagram, Twitter, and LinkedIn.
3. Build and engage with online communities on social media platforms.
4. Monitor and analyze the performance of social media campaigns and provide regular reports to management.
5. Collaborate with other departments to ensure social media efforts are integrated with the overall business strategy.
6. Keep abreast of new social media trends and platforms and incorporate them into our strategy as appropriate.
7. Manage and respond to customer inquiries and complaints on social media platforms.
8. Work with the marketing team to create and implement social media advertising campaigns.
9. Provide social media support for events and promotions.

Qualifications

1. Bachelor's degree in Marketing, Communications, or a related field.
2. Minimum 1-2 years of experience in social media marketing and strategy.
3. Strong understanding of social media platforms and their respective audiences.
4. Experience with social media management and analytics tools.
5. Excellent communication, writing, and editing skills.
6. Proven ability to work independently as well as part of a team.
7. Ability to think creatively and come up with new and innovative ideas.
8. Experience with graphic design and video editing software is a plus.

Education

Bachelor's Degree

Contacts

Date posted

February 24, 2023

Hiring organization

GALTech Technologies Pvt Ltd

Job Location

Infopark Thrissur Campus, 680308,
Thrissur, Kerala, India

Employment Type

Full-time

Skills

Social Media Marketing, Creativity,
Graphic Designing, Communication
& Presentation Skills

Industry

Software Development

Base Salary

INR 20000 - INR 25000

Working Hours

9.00 AM to 6.00 PM

Phone: +91 480 2951674 / 6282 845 368
Email: hr@galtech.org