

Social Media Manager

Responsibilities:

- ✓ Curate creative content for Instagram, Facebook, LinkedIn, and Twitter
- ✓ Perform research on the latest audience preferences and the benchmark trends on digital platforms
- ✓ Design and implement social media strategy that aligns with our business goals
- ✓ Define specific objectives and monitor ROI
- ✓ Curate, edit, publish and share engaging content daily.
- ✓ Monitor web traffic metrics and optimize for the same
- ✓ Suggest new features to promote brand awareness
- ✓ Collaborate with the sales, marketing, and customer service teams to ensure brand consistency
- ✓ Analyse key metrics using the latest management tools to boost sales

Requirements:

- ✓ Bachelor's degree in Digital Marketing or a relevant field
 - ✓ Proficiency in content management
 - ✓ Excellent copywriting skills
 - ✓ Solid knowledge of SEO and keyword research
 - ✓ Expertise in Google Analytics and Hootsuite
 - ✓ Knowledge of online marketing channels
 - ✓ Excellent communication skills
- ✓ **Experience: 3+ Years**
- ✓ **Salary range as per experience and industry standards**



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