



<https://geekinformatic.com/job/social-media-executive/>

Social Media Executive

Description

We're looking for a **Social Media Executive** who is passionate about social media and who has a strong understanding of how social media can be used to achieve business goals. The Social Media Executive will be responsible for developing and executing social media strategies, creating and managing social media content, and engaging with social media users.

Responsibilities

- Develop an integrated social media strategy for online marketing campaigns
- Manage day-to-day social media operations, including content publishing, content administration, and engagement.
- Stay updated about the latest features and other offerings of social media platforms.
- Develop and publish engaging posts that engage audiences and promote our brand.
- Compose social media messaging in support of defined objectives and activities.
- Manage the social media budget effectively, ensuring efficient allocation of resources.
- Act as the primary point of contact for all customer concerns and inquiries from the media about a given product line.
- Coordinating with the internal digital marketing team to produce effective & efficient results.

Qualifications

- 2-4 years of experience in social media (Instagram, Facebook, Twitter, and LinkedIn).
- Strong interpersonal skills and ability to communicate across varying audiences
- Ability to turn complex ideas into engaging and accessible content
- Bachelor's/Master's degree in marketing, media, or related field.
- Keen interest in photography/videos during organizational events.

Job Benefits

- 5 days working
- Paid Travel/Rejuvenating Leaves
- Quarterly Movie Tickets
- Flexible Working Hours
- Family Health Insurance
- Birthday & Anniversary Leaves
- Gym Membership Discounts

Working Hours

9:30 AM to 6:30 PM

Hiring organization

Geek Informatic & Technologies Pvt. Ltd.

Employment Type

Full-time

Date posted

April 4, 2024

Job Location

Bestech Business Tower Sec- 66, 160062, Mohali, Punjab, India