



Digital Media Content & Social Media Marketing Executive

Job Overview:

The Digital Media Content and Social Media Marketing Executive is responsible for creating and executing a comprehensive social media and content marketing strategy. They will work with cross-functional teams to drive engagement, brand awareness, and lead generation through digital channels.

Responsibilities:

- Develop and execute a social media and content marketing plan that aligns with the overall brand strategy
- Create engaging and compelling digital content (e.g., blog posts, infographics, videos, etc.) that drives traffic and generates leads
- Manage and grow the company's social media presence across multiple platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.)
- Collaborate with designers to ensure that all digital content is aligned with the brand and supports business objectives
- Analyze and report on the effectiveness of social media and content marketing efforts, and make recommendations for improvements
- Stay up-to-date with the latest social media and digital marketing trends, and incorporate these into the company's marketing strategy
- Manage the production and distribution of digital assets (e.g., email newsletters, e-books, whitepapers, etc.)

Requirements:

- Bachelor's degree in marketing, communications, or a related field
- 3+ years of experience in digital media content and social media marketing
- Strong writing and editing skills, with a portfolio of digital content samples
- Experience with social media management tools (e.g., Zoho Social) and analytics tools (e.g., Google Analytics, Facebook Insights, etc.)
- Knowledge of SEO best practices and the ability to optimize digital content for search engines
- Excellent communication and interpersonal skills, with the ability to work effectively with cross-functional teams
- Strong project management skills, with the ability to manage multiple projects and meet deadlines.

Candidates can send their resume with a subject line "Social Media Marketing Executive" to careers@shilpaarchitects.com immediately.