



January 2024

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.

Minimum Period of Employment

The Candidate acknowledges that substantial costs and time will be invested on him for training him specifically for effectively handling the job responsibilities and any discontinuance of the employment before the expiry of the **24 months** term would unfairly prejudice the Company, and as such, the Candidate undertakes not to leave the services of the Company, for any reason what so ever, for a minimum period of **24 months** from the date of his/her joining the services of the Company.

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