

Job Description for Social Media Manager

Job Title: Social Media Manager

Reports To: Director

Exp. Required: 3 - 5 yrs

Job Location: Gurgaon- Haryana

Salary: 600000-700000 LPA

Job Type: Full-Time (Permanent)

Duties and Responsibilities:

- ✚ Should have knowledge to develop social media strategy and execute the same in line of the objectives of the company.
- ✚ Should have knowledge of brand building, awareness, reputation and manage all social activity across Face book, Twitter, Google+, LinkedIn and other networks (post on relevant groups etc) to ensure a steady flow of content and a responsive social presence.
- ✚ Set up and optimize company pages within each platform to increase the visibility of the company's on social sites.
- ✚ Analyzing Social Media campaigns and plans.
- ✚ Knowledge of creating content and development.
- ✚ Identify, analyze issues, patterns and trends and deliver solutions accordingly which will help in engaging with the target audience.

Qualifications:

Education Level: Graduation or any other relevant to marketing

Professional Certification:

Skills: Excellent Communication, Creative & Analytical Skills

Personal Characteristics: Should have a positive behaviors and attitude.

Approved by:	
Date approved:	
