

Job Description- Social Media Marketing Specialist

Job Role: Manage and execute Social Media strategies to enhance brand presence and drive online traffic through various Social media Platforms.

Job Title: Social Media Marketing Specialist- Organic

Experience: Minimum 8 years

Age: Min. 30 years

Type of position: Full-Time

Education Requirement:

- Graduate or Post-Graduation in Marketing
- Prof. Certificate Course/ Diploma: Social Media Marketing

Location: Jaipur

Experience Required

- **Must Have:**
 - 5 years of Social Media Management
 - Familiarity with marketing automation tools
 - Experience in creating social media strategies
- **Desired to Have:**
 - Knowledge of basic HTML and web design.
 - Knowledge of Organic and Inorganic Marketing.

Specific Skills:

- **Must Have:**
 - A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers
 - Knowledge and understanding of Social Media algorithms
 - Strong understanding of content marketing strategies and how to align content with audience needs.
 - Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
 - Excellent written and verbal communication skills
 - Analytical mindset and critical thinking.
- **Desired to Have:**
 - Knowledge of CRM & Lead tracking

- Self-motivated yet customer-focused

Job Summary:

The Social Media Marketing Specialist is responsible for driving Social Media traffic, improving reach, and increasing brand visibility through Social Media Platforms. This role focuses on creating and optimizing content, developing Social Media strategies, managing social media presence, and building engagement to enhance brand reputation and customer loyalty.

Job Description:

- Create and execute Whitehat strategies to increase the number of backlinks to increase organic traffic.
- Working collaboratively with cross functional teams.
- Design, Develop and execute organic social media strategies to grow followers, drive engagement, and build brand awareness across platforms like Facebook, Instagram, LinkedIn, Twitter, and others.
- Managing Multiple Social Media Platforms including Facebook, Twitter, Instagram, and YouTube.
- Developing content plans, strategizing, and delivering them.
- Managing the budget allocated for social media campaigns and ensuring expenditures remain within budgetary limits
- Monitoring and maintaining the company or brand's reputation on social media by addressing negative reviews or comments.