

## **JOB PROFILE**

<b>DEPARTMENT / SUB-DEPARTMENT</b>	Private Wealth / Media & Communication
<b>JOB TITLE/DESIGNATION</b>	Assistant Manager – Social Media
<b>PRIMARY JOB RESPONSIBILITIES</b>	
<ul style="list-style-type: none"> <li>➤ Responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing efforts</li> <li>➤ Develop, implement and manage our social media strategy</li> <li>➤ Responsible for strategizing, engaging and driving the company's social media campaigns</li> <li>➤ Increasing followers based on yearly target</li> <li>➤ Should push for posts internally and through paid campaigns</li> <li>➤ Define most important social media KPIs</li> <li>➤ Manage and oversee social media content</li> <li>➤ Measure the success of every social media campaign</li> <li>➤ Stay up to date with latest social media best practices and technologies</li> <li>➤ Monitor SEO and user engagement and suggest content optimization</li> <li>➤ Communicate with industry professionals and influencers via social media to create a strong network</li> <li>➤ Respond to queries and complaints</li> <li>➤ Provide constructive feedback</li> </ul>	
<b>REPORTING STRUCTURE</b>	
<b>Position reporting to:</b> Head Marketing	
<b>QUALIFICATIONS REQUIRED</b>	
✧ Bachelor's in Mass Media, marketing or similar field	
<b>EXPERIENCE</b>	
✧ 5 – 6 years of experience as a Social Media with an agency or a corporate (Business background will be an advantage)	
<b>FUNCTIONAL / TECHNICAL &amp; BEHAVIOURAL SKILLS REQUIRED</b>	
<p style="text-align: center;"><b><u>Functional / Technical Skills</u></b></p> <ol style="list-style-type: none"> <li>1. Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices</li> <li>2. Social Media Strategist using social media for brand awareness and impressions</li> <li>3. Understanding of social media KPIs, SEO and web traffic metrics</li> <li>4. Familiarity with web design and publishing</li> <li>5. Social Media Skills</li> <li>6. Highly organized, detail-oriented, and able to multitask</li> <li>7. Good TAT for any task assigned</li> </ol>	<p style="text-align: center;"><b><u>Behavioral Skills</u></b></p> <ol style="list-style-type: none"> <li>1. Excellent communication and presentation skills</li> <li>2. Critical thinker and problem-solving skills</li> <li>3. Dedicated &amp; Disciplined</li> <li>4. Strategic Thinking</li> <li>5. Creative Mind</li> <li>6. Go-Getter Attitude</li> <li>7. Team player</li> </ol>
<b>AGE GROUP PREFERRED</b>	25 – 30 Years
<b>SALARY RANGE</b>	07 – 10 L PA