

| Basic Information | | | |
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| Position Title | Executive – Social Media | Location | Mumbai |
| Organizational Relationships | | | |
| Position reporting to | Lead- Media | | |
| No. of Direct Reports | 0 | | |
| Job Purpose | | | |
| <ul style="list-style-type: none">- One point contact for all social media requirements- Liaise with internal teams as well as agency for all social media releases | | | |
| Key Responsibilities | | | |
| Managerial Responsibilities | <ul style="list-style-type: none">- Set KPIs for Social Media- Create Content & Growth Strategy- Set up and monitor promotion campaigns if required- Develop and maintain Brands’ unique Social Imagery | | |
| Functional Responsibilities | <ul style="list-style-type: none">- Oversee all company social media accounts management- Develop engaging, creative, innovative content for regularly scheduled brand, topical and tactical posts- Coordinate social media messaging with Comms, Investment and Partnerships Team- Liaise with agency for social media strategy and promotions- Liaise with NGO partners whenever social media support is required- Maintain a monthly social media calendar with posts planned for Comms, Senior Leadership, Events, & Investment and Partnership- Respond to all DMs, comments on all platforms- Analyze social media campaigns to gather visitor data and determine efficacy and areas for social media campaign improvement- Monitor and develop reports on competitor activity within social media spaces- Set up paid promotion campaigns on IG & FB, whenever required | | |
| Job Requirements | | | |
| Qualifications | Bachelor’s or Master’s degree in any stream – Preferred in business studies/ Social Work /Sociology/ Development Studies Any certificate course in digital marketing, or social media marketing will be an add-on | | |
| Experience | 2-3 years’ experience into social media and digital marketing | | |
| Functional Competencies | <ul style="list-style-type: none">• Platform functionality and knowledge | | |
| | <ul style="list-style-type: none">• Good documentation and monitoring skills for process outlines, flowcharts and implementation procedures. | | |
| | <ul style="list-style-type: none">• Strong MS Office Suite skills. | | |
| | <ul style="list-style-type: none">• Strong communication skills (Oral and Written). | | |

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| Behavioral Competencies | <ul style="list-style-type: none">• Problem Solving |
| | <ul style="list-style-type: none">• Critical thinking |
| | <ul style="list-style-type: none">• Work with minimum supervision |
| | <ul style="list-style-type: none">• Working in teams |
| | <ul style="list-style-type: none">• Monitoring and Coordination Skills |