



<http://www.beingdigitalz.com/>

502, Palm Springs, Near Infinity Mall, Link Road, Malad (West), Mumbai 400064

Company Profile:

[Being Digitalz](#) is a digital agency based in Mumbai, India. We simply are a bunch of enthusiastic digital-heads, who by a dint of our digitally laboured years and a heady passion for everything digital just happen to know the right magical formula to maximise your ROI in the digital advertising realm.

Being Digitalz, in its essence, is made of passionate search marketers, business brains, innovative designers, web developers, and advertising junkies who have been on both sides of the advertising world. With our digital proficiency in domains of Website Development, SEO (Inbound marketing), SEM (Google AdWords / PPC), Email marketing, ORM, and Social Media Advertising with Facebook, Twitter, and YouTube advertising, you can rest assured of your brands reaching out to the right customers across the right touchpoints.

We are looking for an experienced **Social Media Manager – Organic**, who shares our passion and drive, to join our team and open the doors to new fantastic opportunities that will allow us to take the business to the next level.

This is the perfect opportunity for someone who is excited by the prospect of growing with the agency in a friendly environment and having a key role in the process.

Experience: 5+ Years

Job Responsibilities:

As a **Social Media Manager – Organic** at Being Digitalz, will be responsible for planning, implementing, managing and monitoring Social Media campaign strategy to increase brand awareness, improve marketing efforts and increase sales for the respective campaigns. He/she will also be responsible for handling and training the team.

As Social Media Manager – Organic you will responsible for following duties:

- Perform research on current benchmark trends and audience preferences
- Develop, implement and manage the social media strategy to align with campaign's goals
- Set specific objectives and report on ROI
- Guide the team to generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency
- Monitor the followers, respond to queries in a timely manner and monitor customer reviews
- Knowledge of social media tools
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign

- Stay up to date with latest social media best practices and technologies
- Work with copywriters and designers to ensure content is informative and appealing
- Communicate with industry professionals and influencers via social media to create a strong network
- Hire and train other in the team
- Provide constructive feedback
- Adhere to rules and regulations
- Report to Senior Management about the team performance and client expectations

Requirements:

- 5 years of experience as a Social Media Specialist or similar role
- Social Media Strategist using social media for brand awareness and impressions
- Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices
- Understanding of SEO & SEM and web traffic metrics
- Experience with doing audience and buyer persona research
- Good understanding of social media KPIs
- Familiarity with web design and publishing
- Excellent multitasking skills
- Great leadership skills
- Critical thinker and problem-solving skills
- Passionate about new ideas and creativity
- Team player
- Good time-management skills
- Great interpersonal, presentation and communication skills

Salary: Based on talent and skills

Employment Type: Permanent Job, Full Time

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