



Job Description - Social Media Manager

Job Location: Mumbai

Experience: 5-6 years

Now, now. We all know that whatever happens on social media stays on forever. And we want our happenings to be remembered well and for eternity. Yes, since we have the vision and the spunk for a new India, a much better India. And guess what – we can't do it without you. If you want to be the choreographer of stuff that stays, this is what you'll do with us:

- Be accountable for all our social media. We already did a part of your job – that is – to get followers. Now you need to build on it and get a bigger party for us!
- Build and lead the social media team and collaborate with other teams to get the content rolling. Know that the person writing this description envies your job already!
- Manage day-to-day social media activities including, but not limited to, content generation, campaign development, community outreach, paid social advertising, promotions, performance analysis, ongoing moderation and optimisation. Too many heavy words there but you get the point.
- Develop the campaign's online reputation and awareness
- Build and execute an engagement and conversion strategy. We want a lot of people to like us and be like us. At least 200 million, and very soon! Help us, will you?
- Manage the campaign's content-related assets
- Oversee social analytics and metrics/measurements in order to adequately gauge performance, optimise initiatives, and establish best practices so when you go on a holiday someday, your team already knows what to do to be like you!
- Write blogs! A lot of people write but few get published. And here's your chance to don many hats and show your spunk!