

Navneet TopTech Limited

Job Title: Sr.SM executive / Social Media Manager

Experience: 2-4 years

Responsibilities:

1. Develop and implement social media strategies to enhance brand visibility and engagement.
2. Utilize a proven track record to help the organization grow its presence on various social media platforms.
3. Collaborate with cross-functional teams to align social media efforts with broader marketing and communication goals.
4. Create compelling and shareable content tailored for each social media channel.
5. Monitor social media trends, tools, and applications to stay ahead of the curve and implement innovative strategies.
6. Manage day-to-day activities on social media platforms, including content scheduling, posting, and community engagement.
7. Analyze social media performance metrics and provide regular reports with actionable insights for optimization.
8. Stay informed about industry trends, competitor activities, and emerging social media platforms.
9. Foster relationships with influencers and industry stakeholders to amplify the brand's social media presence.
10. Demonstrate a deep understanding of the Edtech industry, leveraging previous experience to tailor social media strategies accordingly.
11. Work collaboratively with external agencies, providing clear direction and ensuring the delivery of high-quality social media campaigns.
12. Manage agency relationships, ensuring effective communication, and aligning agency efforts with organizational goals.

Qualifications:

1. Bachelor's degree in Marketing, Communications, or a related field.
2. Proven experience of 3-4 years as a Social Media Manager with a track record of successfully growing brands on social media.
3. In-depth knowledge of social media platforms, trends, and best practices.
4. Creative mindset with the ability to develop engaging and shareable content.
5. Strong interpersonal skills to effectively collaborate with cross-functional teams and external partners.
6. Analytical skills to interpret social media metrics and derive insights for strategy optimization.
7. Familiarity with social media management tools and analytics platforms.
8. Experience in the Edtech sector is essential to tailor social media strategies to the specific needs of the industry.
9. Ability to adapt quickly to changes in social media algorithms and trends.
10. Excellent written and verbal communication skills.