

#41, MEG OFFICER'S COLONY, BANASWADI ROAD, BANGALURU-560033

NFTT

DIGITAL SPECIALIST

EXPERIENCE: 3-10 YEARS
LOCATION: BANGALORE

FASHION TEAM
HIRING FULL TIME
www.adamevefamily.com

Overeppes



TEAM

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SOCIAL MEDIA SPECIALIST

Experience: 0-3 years

Location: Bangalore

RESPONSIBILITIES:

- Develop, implement and manage our social media strategy
- 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 the latest social media best practices and technologies
- Use social media marketing tools such as Buffer
- Work with copywriters and designers to ensure content is informative and appealing
- Monitor SEO and user engagement and suggest content optimization
- Communicate with industry professionals and influencers via social media to create a strong network
- Provide constructive feedback

REQUIREMENTS

- 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 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
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills