

Social Media Specialist

[Viral Bulls Digital Media](#) | Noida, Uttar Pradesh | ₹30,000 - ₹40,000 a month

Apply now



Location

Noida, Uttar Pradesh

Benefits

Pulled from the full job description

- Cell phone reimbursement
- Internet reimbursement
- Paid sick time
- Paid time off

Full job description

Job Overview: (Immediate Joiner, 2 + years of experience as Social media marketing specialist, Location - Noida)

As a Social Media Specialist, you will be responsible for creating, implementing, and managing social media strategies that align with our clients' goals. You will work closely with our digital marketing team to enhance brand awareness, engage with target audiences, and drive online traffic and conversions.

Key Responsibilities:

- **Strategy Development:**
 - Develop and implement effective social media strategies for clients across various platforms (e.g., Facebook, Instagram, Twitter, LinkedIn, YouTube).
 - Stay up-to-date with the latest social media trends, tools, and best practices to ensure strategies are current and effective.
- **Content Creation:**
 - Create engaging and shareable content (text, images, videos) tailored to each platform.
 - Collaborate with the design team to produce high-quality visuals and multimedia content.
- **Community Management:**
 - Monitor and respond to comments, messages, and mentions across social media channels in a timely and professional manner.
 - Foster a positive and engaging community around the brand.
- **Analytics and Reporting:**
 - Track and analyze social media performance using tools like Google Analytics, Hootsuite, and native platform analytics.
 - Provide regular reports and insights to clients, highlighting key metrics, trends, and areas for improvement.
- **Campaign Management:**
 - Plan, execute, and optimize paid social media campaigns to achieve specific marketing objectives.
 - Monitor ad performance and make data-driven adjustments to improve ROI.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Social Media Specialist or similar role in a digital marketing agency.
- Strong understanding of social media platforms, algorithms, and best practices.
- Excellent written and verbal communication skills.
- **Proficiency in social media management tools (e.g., Hootsuite, Buffer).**
- Creative mindset with the ability to generate engaging content.
- Analytical skills to interpret data and make informed decisions.
- Ability to multitask, prioritize, and manage time effectively.

Job Types: Full-time, Permanent

Pay: ₹30,000.00 - ₹40,000.00 per month

Benefits:

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Schedule:

- Day shift

Supplemental Pay:

- Performance bonus
- Quarterly bonus
- Yearly bonus

Application Question(s):

- 3 years of work experience into social media marketing.

Education:

- Bachelor's (Preferred)

Experience:

- Social media marketing: 3 years (Required)

Language:

- English (Required)

Location:

- Noida, Uttar Pradesh (Required)