



Ebslon Infotech Pvt Ltd



Social Media Strategist

Delhi, India · 4 minutes ago · 1 applicant



On-site · Full-time



Skills: Social Media Advertising, Social Media Strategy, +8 more



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About the job

Job Title: Social Media Marketer\Strategist

Company: Ebslon Infotech Pvt Ltd

Location: D-Mall Netaji Subhash place, Pitampura, Delhi, 110034

Job Type: Full-time (9:30 to 6:30) Monday to Saturday

Job Description:

Ebslon Infotech, a leading IT company, is seeking a dynamic and experienced Social Media Manager to join our marketing team. The ideal candidate is passionate about technology, possesses a deep understanding of social media platforms, and can create engaging content to enhance the company's online presence. As a Social Media Manager at Ebslon Infotech, you will be responsible for developing and implementing social media strategies to build brand awareness, drive engagement, and support overall marketing objectives.

Key Responsibilities:

Social Media Strategy:

Develop and execute a comprehensive social media strategy aligned with the company's

goals and objectives.

Stay informed about industry trends, competitor activities, and emerging platforms to keep Ebston Infotech at the forefront of social media marketing.

Content Creation:

Create compelling and relevant content for various social media channels, including Facebook, Twitter, LinkedIn, Instagram, and others.

Collaborate with the design team to develop visually appealing graphics, videos, and other multimedia content.

Community Engagement:

Foster and maintain a strong online community by actively engaging with followers, responding to comments and messages, and participating in relevant conversations. Implement strategies to encourage user-generated content and customer testimonials.

Campaign Management:

Plan and execute social media campaigns to promote products, services, events, and other company initiatives.

Monitor and analyse campaign performance using analytics tools, making data-driven recommendations for improvement.

Social Media Advertising:

Manage paid social media advertising campaigns, including budget allocation, ad creation, targeting, and performance tracking.

Optimize ad performance based on key metrics and objectives.

Analytics and Reporting:

Track and analyse social media metrics, providing regular reports to evaluate the effectiveness of social media efforts.

Use insights to refine strategies and make data-driven decisions.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Social Media Manager in the IT industry.
- In-depth knowledge of social media platforms, trends, and best practices.
- Strong written and verbal communication skills.
- Creative mindset with the ability to think strategically.
- Experience with social media management tools and analytics platforms.
- Familiarity with B2B marketing is a plus.

Ebslon Infotech is an equal opportunity employer. We encourage candidates from all backgrounds to apply. If you have a passion for technology, social media, and want to contribute to the success of a leading IT company, we would love to hear from you. Apply now and be part of our dynamic team!

Experience:

Social media strategy: 1 year (Preferred)

Expected Start Date: 03/09/2024