



Social Media Marketing Manager

Gurugram, Haryana, India · 2 weeks ago · Over 100 applicants



On-site · Full-time



Skills: Social Media Marketing, Advertising, +8 more



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About the job

We are looking for a creative and results-oriented **Social Media Marketer** to take charge of our social media presence and lead campaigns that increase brand awareness and engagement. The ideal candidate should have experience in both content creation (static and video) and social media advertising, with a focus on running high-performing social media ads. You will work closely with the digital marketing, sales, and graphic design teams to launch compelling campaigns across various platforms.

Key Responsibilities:

- Develop and create engaging social media content, including static posts, videos, stories, and reels, that resonate with our target audience.
- Plan, execute, and optimize paid social media advertising campaigns to drive engagement and conversions, with a priority on platforms like Facebook, Instagram, and LinkedIn.
- Collaborate with the Digital Marketing, Sales, and Graphic Design teams to run

integrated campaigns that support broader marketing and sales goals.

- Monitor and analyze the performance of social media campaigns, adjusting strategies as needed to maximize results.
- Stay up to date with social media trends, tools, and best practices to ensure the brand remains competitive and innovative.
- Engage with the online community, responding to comments, messages, and other interactions in a timely and brand-appropriate manner.
- Report on campaign performance, providing insights and recommendations for future improvements.

Qualifications:

- Proven experience in social media marketing, including content creation and social media advertising.
- Strong knowledge of social media platforms (Facebook, Instagram, LinkedIn, etc.) and their respective advertising tools.
- Creative mindset with an eye for design and content that engages.
- Ability to manage multiple campaigns simultaneously.
- Excellent communication and teamwork skills.
- Experience with social media analytics and tracking tools.