

## Social Media Executive Job Brief

We are looking for an experienced Social Media Executive to plan and manage our institutes's social media campaigns and help us build our brand. You should be a creative individual who can produce fresh and engaging content for our social media pages.

Besides, you should be well-versed in social media ad creation, google ad words and management to ensure the success of our campaigns. To excel in this role, you should be updated with the latest trends and design a strategy to take advantage of the same.

## Social Media Executive Responsibilities

1. **Managing Social Media Accounts:** As the Social Media Executive, you will be responsible for the day-to-day management of our company's social media accounts. This involves curating, scheduling, and monitoring posts across various platforms to ensure a consistent and cohesive online presence.
2. **Researching and Planning Content Strategy:** You'll be tasked with conducting thorough research to identify the latest trends, audience preferences, and industry developments. Using this information, you'll formulate a comprehensive content strategy for social media campaigns that align with our brand's objectives and resonate with our target audience.
3. **Developing and Publishing Engaging Posts:** Your role involves creating compelling and relevant content that captivates our followers and potential customers. Craft well-crafted posts, including text, images, and videos, that effectively convey our brand message, spark engagement, and drive user interaction.
4. **Collaborating with the Design Team:** Close collaboration with our design team is essential. Coordinate with them to ensure timely creation of visually appealing and on-brand images and videos that enhance the impact of your social media content.
5. **Analysing Social Media Analytics:** Utilize various social media analytics tools to track and measure the performance of your campaigns and content. Monitor metrics such as engagement rates, reach, click-through rates, and conversion rates. Based on these insights, make data-driven adjustments to optimize future campaigns.
6. **Staying Updated about Platform Features:** Keep yourself well-informed about the latest updates, features, and offerings of the social media platforms we utilize. This knowledge will enable you to leverage new tools and functionalities to enhance the effectiveness of our campaigns.
7. **Executing Google AdWords Campaigns:** When necessary, you will be responsible for conceptualizing, implementing, and overseeing Google AdWords campaigns. This involves keyword research, ad creation, budget management, and monitoring campaign performance to ensure maximum ROI.

## Social Media Executive Requirements

- 3-5 years of experience as a Social Media Executive or a similar role

- Exceptional knowledge of leading social media platforms, such as Instagram, Facebook, Twitter, YouTube, and LinkedIn
- Experience with Education Industry will be preferred
- Portfolio of social media campaigns handled in the past
- Having outstanding copywriting skills would be an added benefit
- Good understanding of social media ads
- Good written and verbal communication skills
- Good time management skills