

FEMALE SOCIAL MEDIA MANAGER

Job Ref. No: #JDMPR1092

2023 - 2024



- ▶ Company Name : Moris Media Private Limited
- ▶ Designation : Female Social Media Manager
- ▶ Job Type : Full Time
- ▶ Industry : Media & Marketing Industry
- ▶ Department : PR & Marketing Department
- ▶ Work Model : Remote
- ▶ Salary : ₹ 20,000 - ₹ 50,000



About **moris**media

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

We are currently seeking a vibrant and expressive Social Media Manager to join our team.

As a dynamic and skilled Social Media Manager, your responsibilities will include crafting and executing social media strategies that foster engagement and raise brand awareness. Your creative skills and up-to-date knowledge of social media trends will play a pivotal role in establishing our B2B clients as thought leaders in their industries.

As a motivated Social Media Manager, you will engage effectively with targeted virtual communities on behalf of our B2B clients, helping them build a strong online presence, generate new business opportunities, and expand their network of users.

the candidate who is skilled in social media posting and capable of providing insightful analytic reports. You should be proficient in using tools to run successful lead generation campaigns, particularly on LinkedIn. Experience with LinkedIn lead generation campaigns and advertising will be highly valued.

Your expertise in social media marketing will be crucial in achieving our clients' goals and establishing robust connections with their target audience. The primary responsibility of the Social Media Manager will be to generate leads and ensure the best ROI for our clients.

You will work closely with clients to understand their specific requirements, tailoring social media activities to meet their unique needs. Managing various social media accounts, including LinkedIn, Twitter, Pinterest, Facebook, Instagram, and others, you will identify the target audience for each client and run effective lead generation campaigns, as well as advertising campaigns.

If you are passionate about social media marketing and are eager to make a significant impact on our clients' online presence and success, we encourage you to apply for this exciting opportunity at Moris Media.

Primary Responsibilities

- Develop and execute social media strategies to meet clients' goals.
- Manage and maintain clients' social media accounts on various platforms.
- Run LinkedIn lead generation campaigns and targeted advertisements.
- Coordinate with clients to understand their requirements and deliver tailored social media activities.
- Track and measure campaign success using social media analytics tools and generate reports.
- Stay updated with social media trends, tools, and best practices.
- Engage with online communities and respond to comments and inquiries.
- Collaborate with the marketing team to align social media strategies with overall marketing efforts.
- Monitor social media trends and competitor activities for potential opportunities.
- Develop and implement comprehensive social media strategies aligned with company goals.
- Create engaging content for various social media platforms.
- Manage all social media channels, including scheduling posts and responding to comments.
- Ensure consistent messaging and branding across social media channels and campaigns.

- Analyze metrics and insights to assess campaign effectiveness and make improvements.
- Identify and engage with influencers and industry leaders to increase brand visibility.
- Stay updated with social media trends and industry best practices.
- Monitor competitor activities and industry trends for potential opportunities and risks.
- Coordinate with cross-functional teams for aligned marketing efforts.
- Stay informed about company's hybrid working solutions to effectively communicate their benefits to the target audience.
- Develop and execute effective social media strategies to meet clients' goals and objectives.

Required Skills

- **Social Media Marketing:** In-depth knowledge of various social media platforms, including Facebook, Twitter, Instagram, LinkedIn, Pinterest, and others. Understanding platform-specific best practices, algorithms, and trends is vital.
- **Content Creation:** Ability to create engaging and compelling content, including written posts, graphics, videos, and other multimedia elements, tailored to each platform and target audience.
- **Copywriting:** Strong writing skills to craft captivating and concise copy that resonates with the target audience and drives engagement.
- **Community Management:** Skill in building and nurturing online communities, responding to comments and messages, and handling customer inquiries and feedback in a professional and positive manner.
- **Analytics:** Proficiency in using social media analytics tools to track performance metrics, analyze data, and gain insights to optimize strategies and improve results.
- **Social Media Advertising:** Knowledge of paid advertising on social media platforms, including creating and managing ad campaigns to reach specific goals and target audiences.
- **Brand Awareness:** Ability to develop and maintain a consistent brand voice and identity across all social media channels.
- **Trendspotting:** A keen eye for emerging trends, hashtags, and topics relevant to the industry, enabling timely and relevant content creation.
- **Time Management:** Strong organizational skills to manage multiple social media accounts, schedule posts, and handle real-time engagement effectively.
- **Customer Relationship Management (CRM):** Understanding how to leverage social media platforms for customer relationship management and lead generation.
- **Collaboration:** Capability to work closely with other teams, such as marketing, sales, and creative, to align social media efforts with broader marketing strategies.
- **Crisis Management:** Preparedness to handle and respond to potential social media crises promptly and professionally.
- **Adaptability:** Ability to adapt quickly to changes in social media algorithms, trends, and user behavior.
- **Visual Design:** Basic design skills to create simple graphics and visuals for social media posts when needed.
- **Analytical Thinking:** Critical thinking and problem-solving skills to identify opportunities for improvement and devise effective social media strategies.
- **Networking:** A knack for building and maintaining relationships with influencers, partners, and industry peers to enhance brand visibility and reach.

- Compliance and Ethics: Awareness of legal and ethical considerations related to social media use, including copyright, data privacy, and brand guidelines.
- Continuous Learning: A commitment to staying updated with the latest social media trends, tools, and best practices to remain effective in the ever-changing landscape of social media marketing.
- Proven working experience in social media marketing or as a Digital Media Specialist.
- Excellent consulting, writing, editing (photo/video/text), presentation, and communication skills.
- Demonstrable social networking experience and social analytics tools knowledge.
- Adequate knowledge of web design, web development, CRO, and SEO.
- Knowledge of online marketing and a good understanding of major marketing channels.
- Positive attitude, detail, and customer-oriented with good multitasking and organizational ability in English.
- BS in Communications, Marketing, Business, New Media, or Public Relations.

Qualifications & Experience

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience as a Social Media Specialist or similar role, preferably in the technology, SaaS, or remote work industries.
- Demonstrable expertise in crafting effective social media strategies and managing various platforms.
- Proven experience as a Social Media Manager or similar role, with a track record of successful social media campaigns.
- Excellent communication and interpersonal skills to effectively engage with virtual communities and clients.
- In-depth knowledge of various social media platforms, their algorithms, and best practices for each.
- Experience in running successful LinkedIn lead generation campaigns and targeted advertisements.
- Strong analytical skills to interpret social media metrics and generate actionable insights.
- Proficiency in using social media analytics tools and scheduling platforms.
- Creative mindset with the ability to craft engaging and shareable social media content.
- Familiarity with the B2B industry and its unique social media challenges.
- Ability to work in a remote and hybrid working environment, demonstrating adaptability.
- Proficiency in using social media management tools and analytics platforms to measure and track performance.
- Strong creative writing and visual storytelling skills, with an eye for detail and design.
- Excellent communication skills, both written and verbal, to interact with internal teams and engage with the online community effectively.
- Ability to work in a fast-paced environment, handle multiple projects simultaneously, and meet tight deadlines.
- Knowledge of SEO, content marketing, and digital marketing trends is a plus.
- Passion for hybrid working and a deep understanding of the challenges and benefits it presents to individuals and businesses.

Join our innovative team and be at the forefront of the hybrid working revolution! If you're a social media guru with a passion for tech and remote work, we'd love to hear from you.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.



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