

<b>Executive - Content Marketing / Executive - Digital Marketing</b>
<b>Department: Marketing</b>
<b>Job Description:</b>
<ul style="list-style-type: none"> <li>• Creating a social media strategy, and a strong and relevant content calendar for the brand</li> <li>• Strategising, planning, executing (or even shooting) and coordinating with partners/internal teams on photo and video shoots (visual content creation on digital mediums)</li> <li>• Managing social media captions and content on digital channels, including Instagram, Facebook, Twitter, YouTube and other relevant platforms</li> <li>• Managing ORM across all digital channels</li> <li>• Managing the digital marketing agencies, and liaising with them to ensure the objectives, strategy and execution for social media/digital media/SEO/website campaigns is on track</li> <li>• Coordinating with the store and regional marketing teams to take care of their content requirements, and planning as well as executing their digital media campaigns</li> <li>• Working closely with the digital marketing lead to guide the brand's growth omni-channel via digital mediums like social media, e-commerce, marketplaces, paid digital media, website, SEO, SEM, SMS, email,</li> <li>• Extracting data, compiling it and analyzing the campaign performance to make necessary improvements towards growing the brand on digital mediums</li> <li>• Staying up-to-date with current trends on social media and digital mediums, and make relevant tweaks in the content strategy across all digital platforms</li> <li>• Creating campaigns across digital mediums that promote audience interaction, increase audience presence, and encourage audience engagement</li> <li>• Creating a presence on new and emerging digital platforms</li> <li>• Content collaborations with celebrities, influencers, third party brand associations, etc. and coordinating with relevant teams on it</li> </ul>
<b>What We Are Looking For In The Candidate:</b>
<ul style="list-style-type: none"> <li>• Qualification: Bachelor's Degree in Marketing/Advertising/Mass Communication/English Honours</li> <li>• Experience: Minimum 1 - 3 years of experience in a similar role</li> <li>• Preferably someone who has worked in a digital marketing/advertising/creative agency or has worked in the retail/luxury sector</li> <li>• Experience in social media marketing is a must</li> <li>• Should be out-and-out creative at heart and mind</li> <li>• Should be a self-starter, with 'out of the box' and strategic thinking ability</li> <li>• Hands-on experience with Microsoft Office (Powerpoint, Excel, Word, etc.)</li> <li>• Experience in SEO, Google Analytics, digital media and website management is a bonus skill</li> <li>• Excellent written and verbal communication skills</li> <li>• Good interpersonal skills and a good team player</li> <li>• Result oriented</li> </ul>