

## **Organization Brief**

DesignBoxed is a campaign management company with stellar experience in the political domain and international line of business. Our company has a consolidated presence, both in the offline and online spheres. With a strength of 300 plus well-trained and experienced individuals, working in various capacities, we lead the space with our professionalism and commitment, as is evident from an immaculate track record.

Our integrated services across various verticals include giving one-stop solutions to all our clients in the domain of campaign management.

<b>Job Title – Social Media Strategist</b>	<b>Department – Digital Communication</b>
<b>Location – Bengaluru, Karnataka</b>	<b>Reporting To - Director</b>
<b>Employment Type - Full Time</b>	<b>Qualification- Bachelors/Masters in Relevant field</b>

We are looking for a qualified Social Media Strategist to join our team. You will develop and implement a comprehensive social media strategy to increase our web traffic and boost our client's page awareness.

As a Social Media Strategist, you should have excellent multitasking skills to handle all of our social media accounts in a cohesive way. If you have a creative way of thinking and of presenting our brand on multiple social media channels, you are most likely to be a part of our team.

## **Responsibilities and Duties**

- Design social media strategies to achieve daily targets
- Manage, create and publish original, high-quality content
- Administer all organisation's social media accounts, ensuring up-to-date content
- Strong creative sense and quick ideation
- Content creation for campaign pages, banners, and other social media assets as needed through primary and secondary research
- Managing and posting social media content on brand and client's pages.
- Liaise with the creative team, writers, and designers to ensure the content is informative and appealing
- Collaborate with Marketing and Product development teams to create social 'buzz' regarding new event launches
- Facilitate client-company communication (respond to queries, get reviews and organize chats and Q&A sessions)
- Prepare weekly and monthly reports on web traffic and ROI
- Monitor SEO and user engagement and suggest content optimisation
- Communicate with industry professionals via social media to create a strong network
- Train internal teams to integrate and maintain a cohesive social media strategy
- Stay up-to-date with new digital technologies and social media best practices
- Knowledge of social media listening tools & OBS.

## **Requirements and skills**

- Proven work experience as a Social Media Strategist or Social Media Manager
  - An ability to thrive in a fast-paced and challenging environment, solving complex problems on an everyday basis, and having the tenacity to survive tight deadlines.
  - Hands-on experience using social media for brand awareness
  - Understanding of SEO and web traffic metrics
  - An ability to identify the target audience preferences and build content to meet them
  - Familiarity with web design and publishing
  - Excellent multitasking skills
  - Strong written and verbal communication skills
  - Bachelor's degree or equivalent experience
  - 3 - 4 years' prior industry-related experience
  - Strong communication and interpersonal skills
  - Proven knowledge and execution of successful development strategies
  - Focused and goal-oriented
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