

Job Title: Social Media Marketing Manager

Bramand India Ltd is the service provider to Bramand Pty Ltd., Australia.
Bramand Pty Ltd is an e-commerce company which deals in Education Toys and Mobile Phone Accessories

<https://www.switchedonkids.com.au/>

<https://www.ilovemyphone.com.au/>

Job Overview: We're seeking a creative and strategic Social Media Marketing Manager to lead the development and execution of innovative social media campaigns that boost brand visibility and foster audience engagement. In this role, you'll manage our social media channels, drive content creation, and analyse performance metrics to maximize reach and ROI.

Key Responsibilities:

- Develop and implement dynamic social media strategies across platforms like Facebook, Instagram, LinkedIn, and Twitter. Daily, weekly, monthly calendar.
- Carry a \$\$ revenue target
- Track and measure all digital marketing metrics including, but not limited to, actual spend, conversion volumes, ROAS metrics, and optimization per day.
- Create, curate, and oversee high-quality content, including graphics, videos, and blog posts, ensuring alignment with brand identity and goals.
- Monitor social media performance, analyse key metrics, and generate actionable insights to optimize campaigns.
- Manage paid social media advertising, including budget planning, performance tracking, and campaign optimization.
- Focus on driving brand awareness, employer brand, customer engagement, and lead generation, while ensuring compliance with regulatory requirements for the financial industry.
- Develop and deliver compelling narratives that connect with our audience
- Cultivate and engage online communities by responding to comments and messages promptly and thoughtfully.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of hands-on experience in social media marketing.
- Strong knowledge of social media tools, analytics, and advertising platforms (e.g., Facebook Ads, Instagram Ads, Hootsuite).
- Excellent creative, analytical, and communication skills.
- Proven track record of developing and managing successful social media campaigns.

Hybrid model – Office location in Durg, New Delhi/NCR. Option to Work from Home.

Immediate Joining