

Job description

Social Media Marketing Executive

About Contify

We are a team of analysts, engineers, data scientists and designers building powerful intelligence tools for business users. Contify is a 360 degree market intelligence platform that enables businesses to monitor competitors, customers, suppliers, and critical market variables against event triggers on an ongoing basis with unmatched precision and relevance.

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Role Summary

- Position: Social Media Marketing Executive
 - Function/Team: Marketing Department
 - Location: Gurugram
 - Reporting to: Marketing Manager
 - Working Hours: 5 days a week. Should be flexible to work in start-up environment
 - Travel: No
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ABOUT THE TEAM:

Contify is a one-stop market and Competitive Intelligence Platform to track information on competitors, customers, and industry segments. It enables users to collect, curate, and share information across the organization. Intelligent (actionable) information is mined by searching and analyzing information from over 200,000 online sources including news, company websites, social media, reviews, discussion forums, job postings, regulatory portals, and more.

About the role:

RESPONSIBILITIES:

- Develop creative and engaging social media content
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Pinterest, Instagram, G2, and YouTube, adapting content to suit different channels
- Oversee, plan and deliver content across different platforms using scheduling tools such as Listening tools, and social tool
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms
- Develop, launch and manage new competitions and campaigns that promote the organization internally and in the industry.
- Monitor, track, analyze and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Analyze competitor activity
- Set targets to increase brand awareness and increase customer engagement
- Encourage Employee advocacy

DESIRED SKILLS AND EXPERIENCE:

- Bachelor's degree in marketing or related field
- 2-3 years of relevant experience
- Strong analytical, creative thinking, communication, and time-management skills
- Experience with social media
- Hands-on MS Office, comfortable working on Google sheets and docs
- Bonus: B2B industry experience

EDUCATION/PROFESSIONAL TRAINING :

Graduate/post graduate: Graduation or relevant degree

Language skills: English

HOW TO APPLY:

Send your updated resume to hr.ops@contify.com or give us a call at +91-9818070579

