

**Job Description: Social Media Management & Content Marketing**

**Company:** Aromatan Private Ltd

**Titles:** Social Media Management & Content Marketing

**Contract Period:** 2 years

**Location:** Turf Estate, Mahalaxmi, Mumbai (Travelling to the office everyday is essential for the role, Covid adjustments for what is legal and possible will be made on a case-to-case basis)

**Position Overview:**

We are looking for a young, dynamic **Social Media Marketer & Content Marketer** to succeed and grow in an entrepreneurial environment. The role involves being an integral part of a team that is building a dominating digital brand addressing global consumers in multiple international markets simultaneously.

Core to this function is social media building and engagement, creating aspects of written, visual and video content from ideation to execution – across visual properties of the brand.

You will get fantastic exposure to social media, performance marketing & content marketing and see the impact of community building on new-age consumer brands!

We operate 2 aromatic consumer brands – Aromafume & Dukhni – both of which are unique in nature, are in the middle of explosive growth in several international markets and are bringing highly differentiated products to new consumer segments through first-to-market channels of sale!

Your primary challenge will be learning new skills to adapt to your role, enabling yourself to get an understanding of how to communicate, what to communicate, how to stimulate virality and understand and analyse performance content.

**Responsibilities:**

- 1) Creating content in all forms – written, visual & video
- 2) Ideate and manage a content marketing strategy
- 3) Building & Managing brand presence on social media
- 4) Creating New Digital properties

**Skills & Requirements:**

- **A good attitude**, and a commitment to creating great quality content
- **Strong communication skills** and a desire to work in the digital content & social media world
- **Team player** who works well with other people

**Role & Benefits:**

- Fulltime role fixed CTC is **360,000 INR per annum** – There is an additional variable annual bonus that is performance based.
- **Additional bonus & Benefits** pay out will depend on the individual, team & organizational performance

**Next Steps:**

Please go through the brand websites & social media pages

Dukhni: [www.dukhni.com](http://www.dukhni.com) & @dukhnibakhoor (Instagram)

Aromafume: [www.aromafume.com](http://www.aromafume.com) & @aromafume (Instagram)

Email us your CV to [joinus@aromatan.com](mailto:joinus@aromatan.com) with **Social Media Management & Content Marketing** in the email subject

We promise a steep learning curve, a fun work environment and a lot of growth!! If this does not fit what you are looking for – tell a friend you think is up for the challenge! Both them, and us, will thank you for it!

Shortlisted candidates will be contacted to schedule phone interviews, followed by a video or an in person interview.

**Aromafume**

