



## **Position - Brand Solutions Executive**

### **Location - Bangalore**

### **About Social Panga**

Social Panga is a creative digital marketing agency that specializes in crafting innovative and impactful campaigns for brands. We believe in the power of storytelling, data-driven strategies, and creative excellence to deliver results that matter. Our team is a mix of passionate thinkers, creators, and strategists who thrive on turning ideas into reality.

### **Position Overview**

We are seeking an enthusiastic Brand Solutions Executive to join our dynamic team. In this entry-level role, you will support the implementation of social media strategies and assist in day-to-day content execution for client accounts. This position is ideal for someone starting their digital marketing career who is detail-oriented, organized, and passionate about social media with a desire to learn and grow in an agency environment.

### **Key Responsibilities**

- Content Execution: Handle timely and accurate posting of content across social media platforms. Respond to audience comments and messages according to brand guidelines.
- Content Support: Assist in content ideation and contribute to the development of content calendars. Support the team in researching relevant content themes and topics.
- Research & Reporting: Conduct basic brand and competitor research to gather insights. Prepare accurate and timely reports on content performance and engagement metrics.



- Client Communication: Support client communication by preparing status updates and gathering information for client meetings. Maintain organized records of client requirements and feedback.
- Team Coordination: Coordinate with internal creative, copy, and video teams to track deliverables. Ensure proper documentation and organization of assets and approvals.
- Tactical Content: Assist in creating topical and moment marketing posts that respond to current trends and events. Support quick-turnaround content needs for client accounts.

## Qualifications

- 0-1 year of experience in social media, digital marketing, or related field
- Bachelor's degree in Marketing, Communications, or related field preferred
- Basic understanding of social media platforms and their functions
- Strong attention to detail and organizational skills
- Excellent written and verbal communication abilities
- Proficiency in MS Office and Google Workspace
- Ability to work in a fast-paced environment and manage multiple tasks
- Eagerness to learn and adapt to new tools and platforms
- Self-motivated with a proactive approach to problem-solving
- Knowledge of basic content creation and management tools is a plus
- Understanding of digital marketing fundamentals
- Punctuality and reliability in meeting deadlines

## Why Join Social Panga?

- Be part of a creative and collaborative team that values innovation and excellence.
- Work with diverse clients and industries, creating impactful campaigns.
- Opportunity to grow and hone your skills in a fast-paced, dynamic environment.
- A culture that encourages creativity, ownership, and fun!
- Social Panga is an equal-opportunity employer and values diversity at our company.