



## **Position - Associate Brand Solutions Manager**

## **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 Associate Brand Solutions Manager to support our brand solutions team in executing client campaigns and managing day-to-day content requirements. The ideal candidate will be detail-oriented, proactive, and passionate about digital marketing with the ability to manage multiple tasks efficiently.

### **Key Responsibilities**

- Content Execution & Management: Execute approved content plans across various social media platforms while ensuring accurate and timely posting. Manage community engagement by responding to comments and messages in the brand's voice.
- Content Ideation & Development: Contribute creative ideas for social media content and campaign initiatives. Assist in creating content development plans and calendars based on brand objectives and target audience insights.
- Research & Insights: Conduct thorough brand and industry research to identify trends, audience preferences, and competitive insights. Prepare and share regular reports highlighting content performance and engagement metrics.

- Client Communication & Support: Maintain regular communication with clients for day-to-day requirements and updates. Implement client feedback effectively and respond promptly to client queries and requests.
- Cross-Functional Collaboration: Coordinate with internal creative, copy, and video production teams to ensure smooth execution of campaigns. Follow up on deliverables to ensure quality and timely completion.
- Tactical Content Creation: Develop timely individual topical and moment marketing posts that align with current trends and events relevant to client brands. Identify opportunities for real-time marketing that can drive engagement.

## Qualifications

- 1-2 years of experience in social media management, digital marketing, or related field
- Strong understanding of social media platforms and their best practices
- Excellent written and verbal communication skills
- Detail-oriented with exceptional organizational abilities
- Basic understanding of social media analytics and reporting tools
- Experience with content management and scheduling tools
- Ability to work in a fast-paced environment and manage multiple priorities
- Self-motivated with a proactive approach to problem-solving
- Knowledge of digital marketing concepts and strategies
- Strong time management skills with the ability to meet deadlines
- Team player with the ability to collaborate effectively across departments
- Willingness to learn continuously and stay updated with industry trends

## 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.