



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.