

Job Title: Social Content and Graphic Designer (Full-time/Part-time/Freelance)

Location: Hyderabad / Remote

About Us: We are a dynamic and growing short-term rental business with properties listed on Airbnb and available for direct bookings. Our properties offer unique and memorable experiences for guests, and we are committed to delivering high-quality service. We are now seeking a creative and skilled Social Content and Graphic Designer to join our team and help us enhance our brand presence across various platforms.

Job Overview: As a Social Content and Graphic Designer, you will be responsible for creating visually appealing and engaging content for our social media platforms, website, and other marketing materials. You will play a key role in driving our brand's digital presence, increasing engagement, and attracting potential guests. The ideal candidate will have a strong creative flair, attention to detail, and the ability to work independently or as part of a team.

Key Responsibilities:

- Design and create high-quality graphics, images, and videos for social media, website, email campaigns, and other digital marketing channels.
- Develop and execute a content calendar in collaboration with the marketing team.
- Craft visually compelling stories that highlight our properties, guest experiences, and brand values.
- Maintain brand consistency across all digital and print materials.
- Collaborate with the marketing team to brainstorm and execute creative campaigns and promotions.
- Stay up-to-date with design trends, social media best practices, and emerging platforms.
- Edit and retouch images to ensure high-quality visuals.
- Create promotional materials for special offers, events, and collaborations.
- Analyze content performance and make data-driven decisions to optimize engagement and reach.

Qualifications:

- Proven experience as a Graphic Designer, Social Media Content Creator, or similar role.
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, or similar tools.
- Strong portfolio showcasing your design skills and creativity.
- Experience with video editing and motion graphics is a plus.
- Understanding of social media platforms, their requirements, and best practices.
- Ability to work independently and manage multiple projects simultaneously.
- Excellent communication skills and attention to detail.
- Familiarity with the short-term rental or hospitality industry is a plus.

What We Offer:

- Flexible work hours and the option to work remotely.
- Competitive compensation based on experience and skill level.
- Opportunity to work with a growing brand and make a meaningful impact.
- Collaborative and supportive work environment.