**Job Description**

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| **Designation:** | Social Media Marketing Strategist | | **Job Location:** | Mumbai |
| **Department:** | Marcomm | | **Grade/ Level:** |  |
| **Direct Reporting To:** | Marcom Head and Creative Head | | **Direct Reportees:** |  |
| **New Position/ Back Fill:** | New Position | | **No. of openings:** | 1 |
| **Introduction:**  A&A Business Consulting (AABC) is India’s leading management consulting firm and the only one to focus exclusively on Small & Medium Businesses. We have consulted more than 8500 Small and Medium Enterprises (SMEs) so far and have helped them take their businesses to the next level.  We are a team of 200+ consultants specializing across 6 different consulting practices: Finance, Sales, Human Resources, Information Technology, Marketing and Legal.  AABC focuses on delivering results through assembling a team of consultants who have the right expertise and experience relevant to that industry or the client they serve. The firm’s expertise can efficiently address contextual problems from diverse industries. The consultants are conversant with changing market dynamics and can identify and apply long-term improvements to a business. We continually seek better ways to address important business problems. We can decide for you, the best resources: People, Idea, Strategy, Technology and Finance.  As a management consultant, the firm handholds senior managements to improve operational efficiency, formulate strategy and become more productive, and hence more profitable.  **Job Purpose**:   * We are looking for a social media marketing strategist with Functional knowledge of optimizing social media, content and digital marketing. Managing multiple Social Media projects for clients. | | | | |
| **Responsibilities** | * To Create Social Media and digital marketing Strategy for clients through market research, trending data, competitor analysis and deep social listening. * Creating ad campaigns for website optimization, brand(page) awareness, lead generation, traffic and conversion, increasing video views, gaining brand(page) followers, promoting post, etc. * Manage budget,Paid (Advertisements) and Organic reach for various social media and digital platforms as per the clients requirement * Understand client briefs to support in conceptualizing and ensuring the contract is executed as per TAT. * Ensure Social Media Posting on relevant hours of the day and keeping Social Media Calendar updated in advance with copy, hashtags, redirection URLs, scheduling time period and other relevant data. * Ideating landing page concepts and creating ad campaigns responsible for website traffic generation. * Connecting with industry Influencers and Brand Representatives for enhanced promotion opportunities. * Creation and Compilation of content for all the social media and digital platform * Coordinate with design and content team for any graphics or content related requirement and ensure that content is informative and appealing. * Keeping track of the audience, visual design trends, algorithm updates and other social trends on various social platforms. * Report to HOD and marketing Head regarding project status at regular interval. * Monitoring and Creating data reports for campaigns, analytics and social media's behavior and sharing with clients on biweekly or monthly basis and also identify ROI. * Review client’s and internal website and give inputs on website optimization * Share keywords and industry related tags | | | |
| **Requisite Skills:** | * Hands-on experience on social media tools * Content Development, Blogging and Ideating Content * Strategic Development – Social media and Digital * Social Media Marketing and Digital Marketing * Online Reputation Management * Brand Awareness * Market Research * Understanding of analytics and SEO with supporting evidence * Knowledge of MS Office (Excel and PowerPoint) | | | |
| **Behavioural Traits:** | * Delivery Capabilities (That includes tight deadlines) * Team Player and good writing & communication skills * Adaptable to changes | | | |
| **Education:** | * Bachelors and Google Adwords and Analytics Certified | | | |
| **Relevant Experience:** | Marketing | | | |
| **Will travel?** | No | **Monthly Net Salary:** | |  |
| **Work time** |  | **PF – Yes / No** | | Yes |
| **Preferred Domain:** |  | | | |
| **Reference Companies:** |  | | | |
| **Gender:** | Male | **Marital Status:** | | NA |