

# Job Description

POSITION DETAILS			
Functional Designation	Lead - Social Media	Department	Digital Marketing
Sub Department	Digital Marketing	HR Grade	General Manager
Location	Corporate Office	Reporting Manager	
Job Purpose			
<p>The Lead - Social Media is a key position responsible for developing and executing social media strategies to enhance the online presence, engagement, and brand awareness of the NBFC. This role plays a crucial role in building and maintaining a strong social media presence while aligning with the organization's branding and marketing goals.</p>			
Principal Accountabilities			
<p>1. Social Media Strategy:</p> <ul style="list-style-type: none"><li>- Develop and execute a comprehensive social media strategy aligned with the NBFC's business objectives.</li><li>- Identify target audiences, market trends, and competitive landscape to inform social media strategies.</li></ul> <p>2. Content Creation and Management:</p> <ul style="list-style-type: none"><li>- Lead the creation of engaging and relevant social media content, including posts, videos, images, infographics, and other multimedia formats.</li><li>- Develop content calendars and collaborate with content creators.</li><li>- Ensure content aligns with brand identity and messaging.</li></ul> <p>3. Social Media Platforms Management:</p> <ul style="list-style-type: none"><li>- Oversee and manage the company's presence on various social media platforms, including but not limited to LinkedIn, Facebook, Twitter, Instagram, and others.</li><li>- Monitor and engage with the online community, respond to inquiries, and manage comments and messages.</li></ul> <p>4. Paid Social Advertising:</p> <ul style="list-style-type: none"><li>- Plan and execute paid social media advertising campaigns to promote brand awareness, lead generation, and engagement.</li><li>- Monitor advertising budgets and analyze campaign performance.</li><li>- Optimize campaigns for maximum return on investment (ROI).</li></ul> <p>5. Social Media Analytics:</p> <ul style="list-style-type: none"><li>- Utilize social media analytics tools to measure the effectiveness of social media efforts.</li><li>- Track key performance indicators (KPIs) such as engagement rates, reach, impressions, and conversion rates.</li><li>- Generate regular reports on social media performance and provide actionable insights.</li></ul> <p>6. Community Building and Engagement:</p> <ul style="list-style-type: none"><li>- Foster the growth of a loyal and engaged social media community.</li><li>- Create and execute social media marketing strategies to drive engagement, brand loyalty, and advocacy.</li></ul>			

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### 7. Competitor Analysis:

- Monitor and analyze the social media activities of competitors and industry peers.
- Identify trends and opportunities to maintain a competitive edge.

### 8. Social Media Compliance:

- Ensure that all social media activities and content comply with regulatory requirements and internal policies.

### Desired Profile

- Bachelor's degree in Marketing, Digital Marketing, Communications, or a related field.
- Several years of experience in social media management and digital marketing roles.
- Strong creativity and content creation skills.
- Proficiency in social media platforms, advertising tools, and analytics.
- Effective communication and interpersonal skills.
- Knowledge of NBFC products, regulatory requirements, and market dynamics.
- Track record of successful social media strategies and campaigns.