

We are Hiring - Social Media Executive

Location: Kolhapur, Maharashtra

Job details

Pay- ₹12,000 - ₹15,000 a month

Job type- Full-time

Benefits

- Provident Fund

Full job description

1. Paid Campaign Management (via Meta Ads Manager & Others)
 - o Set up, manage, & optimize paid advertising campaigns using Meta Ads Manager (Facebook & Instagram) & other platforms (LinkedIn Ads, Google Ads if applicable).
 - o Define target audiences, set campaign objectives, budgets, bidding strategies, & creatives.
 - o A/B test ad creatives & audiences to improve CTR & ROI.
2. Audience Targeting & Retargeting
 - o Build custom audiences using Facebook Pixel data, customer lists, & engagement metrics.
 - o Create retargeting campaigns to re-engage potential leads & website visitors.
3. Performance Monitoring & Optimization
 - o Track KPIs such as CPC, CTR, reach, impressions, conversions, ROAS, etc.
 - o Adjust campaigns based on performance insights to ensure budget efficiency & goal achievement.
4. Analytics & Reporting
 - o Generate weekly/monthly reports for both organic & paid campaigns.
 - o Use tools like Meta Ads Manager, Google Analytics, & platform-specific insights to analyse performance & provide actionable insights.
5. Community Management
 - o Respond to comments, DMs, & engage with followers across platforms.
 - o Monitor brand mentions & sentiment to ensure a positive online presence.
6. Trend & Competitor Analysis
 - o Stay updated with platform algorithm changes, ad policy updates, & industry trends.
 - o Conduct competitor analysis to benchmark performance & identify content or ad opportunities.
7. Campaign Collaboration
 - o Work closely with designers, copywriters, & marketing teams to create impactful ad creatives & landing pages.
 - o Align social media ad strategy with broader marketing campaigns (product launches, sales, seasonal promos).
8. Budget Management
 - o Manage monthly ad budgets, allocate spend efficiently across platforms, & prevent overspending.
 - o Provide budget recommendations based on campaign performance & business goals.
9. Platform Proficiency

o Strong comm& of tools like Meta Ads Manager, Business Manager, Google Analytics, LinkedIn Campaign Manager, & Google Ads, YouTube Ads.

10. Google My Business

- o Handle Google Accounts Updation.
- o Verification Need Help
- o Review

11. Website Updation

- o Upload Blogs
- o Any Changes Text, Format, Images
- o Website Error Remove
- o Website Backup – WordPress, CPanel
- o HTML, CSS Coding Error Resolving
- o Boost Website on Organic SEO
- o Keyword Performance and Update

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Work Location: In person