**JOB DESCRIPTION**

**SOCIAL MEDIA EXPERT**

We are looking for a talented Social Media Expert to create and maintain a strong online presence for our clients. The role is to implement online marketing strategies and company’s social media marketing activities, in a planned and result oriented way through social media accounts. The person should be incumbent of developing brand awareness via social media channels, generate inbound traffic and cultivate leads and must be an expert in posting and managing Facebook Ads, Optimising and Conversion Management.

If you are a tech-savvy professional with an interest in communicating with clients through online channels, we would like to meet you.

**Primary Responsibilities:**

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| * Execution of all social media activities: Share, Engage, Convert.
* Ability to Conceptualize Campaigns including Organic & Inorganic traffic drivers.
* Create a regular publishing schedule.
* Track all social media channels for performance and create fortnightly dashboards and reports covering but not limited to sentiment, CTR, traffic conversion, mentions, shares.
* Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
* Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
* Research and create relevant creative content as per trending discussions or keyword queries across platforms, to engage and relate to customer’s psyche and deliver the right content.
* Tweet constantly to receive multiple mentions and retweets in the process & build strong presence on Google+ and LinkedIn along with other social media platforms.
* Suggest ideas to boost rankings and followership across social media platforms.
* Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
* Deliberate planning and goal setting and consistent executions of the same to achieve the clients Business Goals and not just SMO.
* Development of brand awareness and online reputation.
* Ability to create content would be added advantage for selection
* Administrate the creation and publishing of relevant, original, high-quality content.
* Monitor trends in social media tools, applications, channels, design and strategy.
* Develop an optimal posting schedule, considering web traffic and customer engagement metrics.

**Additional Requirements:*** Proven working experience in social media marketing or as a digital media specialist.
* Excellent consulting, writing, editing (photo/video/text), presentation and communication skills would be a great advantage to selection.
* Demonstrable social networking experience and social analytics tools knowledge.
* Adequate knowledge of web design, web development, CRO and SEO.
* Knowledge of online marketing and good understanding of major marketing channels.
* Researching audience preferences and discover current trends.
* Creating engaging text, image and video content.
* Designing posts to sustain readers’ curiosity and creating buzz around new products.
* Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
* Facilitate online conversations with clients and respond to queries.
* Report on online reviews and feedback from customers.
* Oversee social media accounts’ layout.
* Suggest new ways to attract prospective customers, like promotions and competitions.
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**About the Company:**

Logicsofts is a noted outsourcing company specializing in providing cutting-edge IT services to organizations that cater to varied industries. It is our goal to integrate our clients' business and help them to achieve their set targets by outsourcing their non-core technical and digital marketing business processes.