SOCIAL MEDIA MANAGER

Job Ref. No: #JDMPR1234

2024 - 2025

- **Company Name** : Moris Media Private Limited
- **Designation** : Social Media Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : ₹ 40,000 - ₹ 90,000

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media seeks a creative and passionate **Social Media Manager** to shape the online presence of our dynamic moCal brand. In this role, you'll be the voice of our brand across various social media platforms, crafting engaging content, building a loyal community, and driving social media success.

As our Social Media Manager, you'll develop and execute compelling social media strategies that align with moCal's brand identity, marketing goals, and target audiences. You'll have a knack for writing attention-grabbing captions, staying ahead of trends, and creating content that sparks conversations and drives engagement. Your analytical skills will be crucial for measuring campaign performance, identifying areas for improvement, and reporting on key metrics.

If you're a social media enthusiast with a proven track record of success, have a deep understanding of social platforms, and are eager to bring fresh ideas to our brand, we want to hear from you!

Primary Responsibilities

1. **Content Creation:** Develop and publish original, engaging content (text, images, videos, stories, etc.) tailored to each social media platform.
2. **Community Management:** Actively engage with followers, respond to comments and messages, and foster a vibrant online community.
3. **Social Media Strategy:** Develop and execute comprehensive social media strategies aligned with moCal's brand voice and marketing objectives.
4. **Campaign Management:** Conceptualize, launch, and manage social media campaigns, promotions, and contests.
5. **Advertising:** Manage paid social media advertising campaigns to increase reach, engagement, and conversions.
6. **Trend Analysis:** Stay updated on the latest social media trends and identify opportunities to incorporate them into moCal's social presence.
7. **Performance Tracking:** Monitor key social media metrics (reach, engagement, growth, etc.), analyze data, and provide regular reports.
8. **Content Calendar:** Maintain an organized content calendar to ensure consistent posting and optimal timing.
9. **Collaboration:** Work closely with marketing, design, and content teams to develop cohesive campaigns.
10. **Brand Reputation:** Maintain a consistent brand voice across all social media platforms and ensure content adheres to brand guidelines.

Required Skills

1. **Social Media Expertise:** In-depth knowledge of major social media platforms (Facebook, Instagram, Twitter, TikTok, etc.) and best practices.
2. **Content Creation:** Strong copywriting, visual storytelling, and basic design skills (using tools like Canva).
3. **Community Engagement:** Excellent communication skills and a talent for building relationships online.

4. **Analytical Mindset:** Ability to interpret social media data, identify patterns, and recommend strategic adjustments.
5. **Creativity & Trends:** A knack for generating fresh ideas, staying ahead of social media trends, and adapting them to the moCal brand.
6. **Adaptability:** Ability to quickly pivot strategies and content based on performance and algorithm changes.
7. **Project Management:** Strong organizational skills to manage multiple campaigns and deadlines.
8. **Brand Understanding:** The ability to embody the moCal brand voice and connect with our target audience.
9. **Self-Starter:** Proactive and resourceful, able to work independently and take initiative.
10. **Team Player:** Collaborative spirit and willingness to work with various stakeholders.

Qualifications & Experience

- **Required:**
  - Bachelor's degree in Marketing, Communications, or a related field.
  - 1-3 years of proven experience in social media management.
  - Portfolio showcasing successful social media campaigns and content creation.
- **Preferred:**
  - Experience with social media management tools (Hootsuite, Sprout Social, etc.).
  - Basic graphic design and video editing skills.
  - Understanding of SEO and content marketing principles

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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