



## **Social Media Marketing Trainee**

**In this role, you'll play a vital role in supporting our social media strategy by:**

- **Content Creation & Curation:** Assist with brainstorming and creating engaging content for our social media platforms (e.g., Facebook, Instagram, Twitter, etc.) This could include text posts, images, infographics, videos, and more. You'll also be responsible for curating relevant and interesting content from other sources.
- **Social Media Management:** Schedule and publish content to our social media channels according to a predefined calendar. Monitor brand mentions and industry trends, and respond to comments and messages promptly and professionally.
- **Community Engagement:** Help us build and nurture a thriving online community by interacting with our followers, running contests and giveaways (where applicable), and encouraging conversations.
- **Analytics & Reporting:** Assist with tracking social media performance metrics (e.g., likes, shares, reach, website traffic) and generate reports to measure the effectiveness of our social media campaigns.
- **Staying on Top of Trends:** Stay up-to-date on the latest social media trends, platforms, and tools. Research and suggest new strategies and tactics to improve our social media presence.

**To be successful in this role, you should have:**

- A passion for social media and a strong understanding of major social media platforms.
- Excellent written and verbal communication skills.
- Creativity and a knack for storytelling.
- Strong organizational skills and the ability to manage multiple tasks simultaneously.
- Proficient in social media scheduling tools (a plus).
- Basic graphic design skills (a plus).
- A keen eye for detail and a commitment to quality.

**Work from Office:** Location (Noida, Sec- 63)

- **First, 6 Months:** The candidate will have the designation of Social Media Marketing Trainee and receive a stipend in the range of ₹12,000 to ₹15,000 per month.
- **Second, 6 Months:** Based on performance, the candidate may receive a Pre-Placement Offer (PPO).