

Short JD for Job Posting

Position: Social Media Executive

We are looking for a creative and detail-oriented Social Media Executive to manage our online presence and drive engagement across social platforms. The ideal candidate will create compelling content, coordinate campaigns, analyze performance, and consistently represent our brand to digital audiences.

Key Responsibilities:

- Create and publish engaging posts, reels, stories, and videos
- Manage daily platform activity and respond to comments/messages
- Support social media campaigns and collaborations
- Track analytics and prepare performance reports
- Stay updated on trends and competitor activity

Requirements:

- Bachelor's degree in Marketing/Communications or related field
- 1–3 years of experience in social media management
- Strong communication, creativity, and basic design/video editing skills

Job Description: Social Media Executive

Position Overview

The Social Media Executive will be responsible for planning, creating, and managing content across all social media platforms to enhance brand visibility, engage audiences, and support organizational goals. This role requires creativity, strong communication skills, and a solid understanding of social media trends and analytics.

Key Responsibilities

Content Creation & Management

- Develop, plan, and execute engaging content for platforms such as Facebook, Instagram, LinkedIn, Twitter/X, YouTube, website and others.
- Create static posts, reels, stories, short-form videos, and campaigns aligned with brand guidelines.
- Coordinate with design and content teams for creative assets and copy.
- Maintain a consistent posting schedule and ensure timely updates.

Community Engagement

- Respond to comments, DMs, and inquiries across platforms.
- Engage with online communities, influencers, partners, and followers to grow reach and engagement.
- Monitor trending topics and incorporate relevant trends into content strategy.

Social Media Strategy

- Assist in conceptualizing and implementing monthly/quarterly social media calendars.
- Support digital campaigns, collaborations, and promotional activities.

Analytics & Reporting

- Track, analyze, and report on key performance indicators (KPIs) including reach, engagement, follower growth, and campaign performance.
- Provide insights to optimize content strategy and improve results.

Brand & Compliance

- Ensure brand consistency across all digital touchpoints.
- Monitor competitors and industry updates to maintain brand relevance.
- Maintain confidentiality and follow organizational communication policies.

Requirements

Education & Experience

- Bachelor's degree in Marketing, Communications, Media Studies, or a related field.
- 1–3 years of experience managing social media platforms (agency or brand experience preferred).

Skills

- Strong understanding of social media algorithms and best practices.
- Excellent written and verbal communication skills.
- Ability to create and edit basic visuals/videos (using Canva, CapCut, etc.).
- Knowledge of digital analytics tools (Meta Insights, Google Analytics, LinkedIn Analytics, etc.).
- Creativity, time management, and attention to detail.

Preferred

- Experience in social media advertising or running paid campaigns.
- Familiarity with influencer marketing and content collaborations.
- Basic graphic design or video editing abilities.

Work Conditions

- Full-time / Part Time role
- On-site/Hybrid/Remote (customize as needed)
- May require occasional travel or weekend/holiday content support