

# HIRING



## *Social Media & Digital Marketing Manager*

Search Engine Optimization  
(On Page – Off Page), PPC, Adwords &  
Google Analytics Activities for clients,  
Digital Marketing Execution

**Send your resume on**

[info@ibrandcare.com](mailto:info@ibrandcare.com)

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## **Job Description:**

- Working with the team to set up social media strategy and plans for clients
- Setting up clients social media profiles according to the latest marketing & design principles
- Using social media research tools to undertake social media audits (familiarity with tools will be a positive) and regular reporting
- Analysis of social media performance of clients across multiple platforms
- Working with our natural search team to ensure social media activities are in line with their SEO strategies and link cultivation activity
- Work with us to develop a brief that will lead to a comprehensive social media strategy for the agency. This strategy is something that should be easily operationalized.
- Client liaison and account management – supporting the development of client accounts and social media programmes; building client relationships
- Develop and manage properties on popular social networking websites such as Facebook, Twitter, LinkedIn, Flickr, YouTube, etc. This would be for both internal & external requirements.

## **Candidate requirements:**

- Active user of social media networks including Facebook, Twitter, LinkedIn, YouTube and forums / discussion groups
- Active in the blogosphere and with an understanding of blogger etiquette (preferably you will write your own blog)
- Good understanding of the digital environment and the opportunities for using social media and online PR to support marketing objectives
- Experience of running social media or online PR campaigns for brand-owners is desirable
- Able to write clearly and present effectively about social media
- Proficient in use of PowerPoint, Word and Excel
- International experience would be an advantage
- Awareness of SEO principles (or willingness to learn more about this discipline)
- Confident, friendly, outgoing and a Quick learner
- Excellent team worker with a willingness to go the extra mile

To apply, please email your resume to [info@ibrandcare.com](mailto:info@ibrandcare.com) with links to your social media profiles and why you think that you would suit this role. As we receive a large amount of applications, we welcome video applications through YouTube or other creative ways to get you noticed.

# Ingenious Brandcare

**Address:**

SF-10, Ravikiran Complex,  
Valia Chowkdi, GIDC,  
Ankleshwar – 393002 (Gujarat) INDIA

**Contact:**

**Email:** info@ibrandcare.com

**Phone number:** +91 98247 02795 | +91 96245 02795

**Advertising - Branding - Digital Marketing - Agency**

[www.ibrandcare.com](http://www.ibrandcare.com)

