



- ❖ Position – Social Media Manager
- ❖ Experience - 4-6 years
- ❖ Compensation - Best in industry
- ❖ Open Positions - 1
- ❖ Location – Gurugram

As a Social Media Manager, your role is pivotal in shaping our brand's online presence and driving engagement with our audience. You will have the opportunity to harness your creativity, strategic thinking, and data-driven insights to elevate our social media efforts and contribute to the company's growth.

## **Eligibility Requirements**

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Proven work experience as a Social Media Manager or in a similar role.
- Demonstrable experience in managing social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.) for business purposes.
- Strong understanding of current social media trends and best practices.
- Creative thinking and the ability to develop engaging content.
- Strong analytical skills to interpret data and make informed decisions.
- Proficiency in using social media scheduling and publishing tools.
- Familiarity with social media advertising and analytics tools.
- Ability to manage multiple projects and meet deadlines.
- Exceptional written and verbal communication skills.
- Knowledge of graphic design and video editing software is a plus.
- Experience in crisis management and handling negative feedback online is a plus.

## **Job Description & Responsibilities**

- Create and implement a comprehensive social media strategy to achieve the company's marketing objectives.
- Identify target audiences and develop content that resonates with them.
- Stay updated on industry trends and emerging platforms to maximize opportunities for engagement.
- Develop and curate engaging content, including text, images, videos, and infographics, tailored to each social media platform.
- Schedule and publish content across all relevant social media channels.
- Monitor user-generated content and engage with the audience.
- Foster meaningful interactions with followers and respond to comments, messages, and inquiries promptly.
- Build and nurture relationships with influencers and brand advocates.
- Handle negative feedback and manage online reputation effectively.
- Utilize social media analytics tools to track performance, analyze key metrics, and generate actionable insights.
- Prepare regular reports on social media performance, highlighting successes and areas for improvement.
- Adjust strategies based on data-driven findings.
- Plan and execute paid social media advertising campaigns to boost reach, engagement, and conversions.
- Allocate budgets effectively and monitor ad spend to maximize ROI.
- Collaborate with cross-functional teams, including marketing, design, and content creators, to align social media efforts with overall marketing goals.
- Coordinate promotional activities and product launches through social channels.



# ViviRooms

**ViviRooms Ecomm Private Limited**

- Ensure compliance with all relevant laws and regulations governing social media, privacy, and data protection.
- Develop and enforce social media guidelines for employees.
- Keep abreast of emerging trends and innovations in social media and digital marketing.
- Experiment with new strategies and technologies to stay ahead of the competition.

## **About us**

We are a women-led e-commerce platform, offering a concept that will revolutionize the online shopping experience. With an estimated launch in 2024, we will provide customers a chance to shop for clothes in a never before seen way. Phase one will focus on launch in the Indian market.

ViviRooms is part of London based Euromax Capital ([www.euromaxcapital.com](http://www.euromaxcapital.com)) among which includes the most innovative & promising Artificial Intelligence enabled Biometric Software Platform, Products & Solutions designing organizations Biocube Technologies ([www.biocube.ai](http://www.biocube.ai)).

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