



MENACE TECHDOST SERVICES PRIVATE LIMITED

CIN: U74999UP2017PTC099043

GST: 09AALCM4730B1ZM

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Email: info@techdost.com

Web: www.techdost.com

Job Description - Social Media Specialist

Job Summary

- **Job Types:** Full-time
- **Location:** Meerut (UP)
- **Joining Date:** immediate
- **Required Documents:** Pay Slip, Experience & Relieving Letter, and ID proof.

Responsibilities and Duties

- Create and implement Social Media Optimization (SMO) & Social Media Marketing campaigns across multiple platforms to generate traffic and increase brand value for clients; this includes profile creation, fan page optimization and content sharing & promotion on Facebook, LinkedIn, Twitter, Pinterest & YouTube.
- Use web analytic tools namely Google Analytics, for geographic and qualitative tracking of incoming traffic.
- Create Groups & Manage Communities across SM platforms.
- Respond to client queries and requests on SM platforms. Monitor accounts for discussions and decrease response time.
- Actively monitor and implement Online Brand Reputation Management.
- Function as the subject matter expert on the client's brand and their social media presence.

Qualification and Experience

- Certification in Digital Marketing
- A minimum 6-months of experience in the Social Media/Content Marketing realm.
- Any graduate degree will be preferable

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What You Need:

- A strong understanding of Content Creation and Social Media Distribution channels
- A demonstrated ability to work with good reasoning and judgment in fast-paced, high-stress environments, as well as an ability to escalate issues appropriately.
- Demonstrated ability to set, achieve and exceed targets for project completion.
- Excellent - and we mean, excellent – written & spoken communication skills and the ability to interact with all levels of end users and technical resources.
- Strong planning, critical thinking, analytical & project management skills.
- A willingness to learn, grow, contribute to the team, assume higher responsibility and adapt to change.
- At minimum, a Bachelor's degree. We prefer people who've studied English, Journalism, Creative Writing or Communications.
- A showcase portfolio or visible samples of work and/or accomplishments.

Skills

- Digital Marketing: Min 6-months experienced required
- Google Ads & Facebook Ads
- YouTube and Instagram Marketing

Salary and Benefits:

- No barrier for right candidate
- Attractive Incentives & travel allowance

How To Apply

- Go to our website: <https://www.techdost.com>
- Find the career page
- Read JDs carefully and submit your resume
- Fill all the required details
- Submit your job application form
- Done!

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Remember

- Resume must be updated with all the skills and responsibilities.
- If you are unable to submit your job application online, you can drop an email at hr@techdost.com along with all your details.

About Company

TechDost is a specialized Software Development Company in Meerut since 2017. At TechDost, we offer dynamic & customized solutions to help businesses with a team of expert developers, designers, and internet marketers.

- **Head Office:** Meerut (UP)
- **Email:** info@techdost.com
- **Web:** <https://www.techdost.com>



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