

# Social Media Strategist (Mid-Level)

**Location:** Onsite (First 6 Months)

**Experience:** 2–4 Years

**Company Type:** Mid-Size Organization

We're looking for **ownership-driven marketers** who can connect **creativity, content, and performance**, and manage brands end-to-end in a fast-paced environment.

## Role Overview

Own and scale brand presence through **strategic storytelling, content execution, and performance marketing integration**.

## Key Responsibilities

- Build and execute **end-to-end social media strategies**
- Develop **content narratives, hooks, and storytelling frameworks**
- Plan and manage **content calendars and publishing**
- Collaborate with **design and video teams**
- Execute **organic + paid campaigns**
- Drive **omnichannel distribution**
- Track, analyze, and optimize performance

## Must-Have Tools

- Meta Business Suite / Ads Manager
- Google Ads (basic working knowledge)
- Social scheduling tools (Hootsuite, Buffer, Later, etc.)
- Google Analytics + native platform insights

- Figma / Canva (for alignment & ideation)

## KRAs (Key Responsibility Areas)

1. **Brand Growth & Engagement**
2. **Content Strategy & Execution**
3. **Performance Marketing Integration**
4. **Cross-Team Collaboration**
5. **Multi-Brand Management**

## KPIs (Key Performance Indicators)

- Month-on-month **follower growth rate (%)**
- **Engagement rate** (likes, shares, comments, saves)
- **Content performance metrics** (reach, impressions, watch time, retention %)
- **Hook success rate** (first 3–5 sec retention / scroll-stopping rate)
- **Campaign ROI / ROAS** (for paid campaigns)
- **Consistency of content delivery** (on-time publishing %)
- **Lead generation / conversion contribution** from social (if applicable)

## Core Skills

- Strong expertise in **hooks, storytelling, and audience retention**
- Ability to build **brand narratives across platforms**
- Must have some Visual understanding

## Bonus (Good to Have)

- Experience with Zoho Projects or similar tools
- Exposure to performance marketing campaigns
- Multi-industry experience

## What We Value

- People who **think strategically, not just execute**
- People who **connect content with business outcomes**
- People who take **full ownership of results, not just tasks**