

JOB DESCRIPTION

Role:	Social Media Manager
Designation:	Social Media Manager
Experience Required:	5 Years
Job Type:	Full Time
Location:	Sector 62, Noida

About Tradologie.com

Tradologie.com is a next-generation B2B agro-commodity platform that leverages cutting-edge SaaS and AI technology. Our platform facilitates global transactions for a wide range of bulk agricultural commodities, such as rice, wheat, sugar, pulses, spices, edible oil, dry fruits, and various branded food products. We expedite and streamline the entire process from inquiry to payment, ensuring seamless transactions for our users.

Description

We are looking for a highly skilled and strategic Social Media Manager to join our marketing team. The ideal candidate will be responsible for developing and executing social media strategies that drive engagement, brand awareness, and business growth. This individual will collaborate with internal teams to ensure social media efforts align with broader marketing and business objectives, delivering measurable results.

Responsibilities

Key Responsibilities

- **Strategic Leadership:**

- Develop, implement, and optimize social media strategies to enhance brand presence and engagement across multiple platforms.
- Analyze industry trends, competitor activities, and emerging social media tools to inform strategy.

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- **Content Development & Execution:**

- Lead the creation, curation, and distribution of high-quality, on-brand content tailored to target audiences.
- Collaborate with creative teams to produce visuals and multimedia assets that align with the brand's voice and objectives.
- Manage the social media content calendar to ensure consistency in posting and alignment with key campaigns.

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- **Audience Engagement:**

- Foster relationships with followers and brand advocates through timely, relevant, and professional responses to comments and messages.
- Identify and build partnerships with influencers, key opinion leaders, and industry stakeholders to enhance brand credibility and reach.

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- **Performance Analysis & Reporting:**

- Track and evaluate key performance indicators (KPIs) including engagement rates, follower growth, and conversion metrics.
- Generate monthly reports on social media performance, providing actionable insights to refine strategies and improve ROI.

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- **Campaign Management:**

- Lead the execution of paid social media campaigns, optimizing budget allocation, targeting, and creative for maximum impact.
- Manage campaign timelines, track results, and adjust strategies as necessary to meet or exceed objectives.
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- **Brand Consistency & Governance:**
 - Ensure all social media content and interactions uphold the company's brand standards, tone of voice, and values.
 - Develop and enforce social media policies to maintain a consistent and professional online presence.

Key Skills

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.
- Minimum of 5 years of experience in social media management, digital marketing, or related fields.
- Proven expertise in social media analytics tools (e.g., Google Analytics, Sprout Social, Hootsuite, etc.).
- Strong understanding of social media advertising platforms (e.g., Facebook Ads, LinkedIn Sponsored Content, Instagram Ads).
- Exceptional writing, editing, and communication skills.
- Strong project management skills and ability to handle multiple initiatives simultaneously.
- Ability to think creatively and analytically to solve problems and optimize campaigns.