

Job Description:

Associate, Social Media Marketing

1) Location:

- We are currently looking for Gurugram.

2) Salary Pay-out & Growth Trajectory:

- Competitive salary package commensurate with industry standards and candidate experience, with opportunities for growth within the organization.

3) Brief about the Organization:

- Furniture and Fittings Skill Council (FFSC) is an industry-led organization committed to the sustainable development of the furniture and interior industry in India.
- With the support of 1500+ companies, associations, academia, and Skill Ambassadors, FFSC focuses on creating a robust ecosystem through skill development initiatives and collaborative efforts.
- For more information: visit our website www.ffsc.in and social media platforms.

4) Application & Selection Procedure:

- Interested candidates should submit their resume and portfolio to the Careers page at <https://ffsc.in/careers>.
- The selection process may include a Pre-Placement Talk, Interview, Portfolio Review, Test, Group Discussion, etc., as deemed necessary.
- The decision of the management will be final and binding.

5) About Job Role:

- **Objective:**

The Social Media Marketing Associate will be responsible for managing and growing FFSC's presence across various social media platforms, creating engaging content, and supporting the overall digital marketing strategy to enhance brand awareness and engagement.

- **Key Responsibilities (KRA):**

- Develop, implement, and manage social media strategies aligned with the organization's goals.
- Create, curate, and schedule engaging content (text, images, videos) for various platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Monitor and analyze social media trends, engagement, and campaign performance using analytics tools such as Zoho Social.
- Collaborate with the design and content teams to ensure visually appealing and cohesive brand messaging across all platforms.

- Engage with followers, respond to comments and messages in a timely manner, and foster an active online community.
- Track and report on key social media performance metrics (engagement rates, follower growth, reach, etc.).
- Run email campaigns and manage outreach, with proficiency in Zoho Campaigns.
- Stay up-to-date with the latest social media best practices, platform updates, and emerging trends.
- **Internal & External Interfaces:**
 - **Internal:** Collaborate with the marketing, content, and design teams.
 - **External:** Coordinate with influencers, brand partners, and external vendors to execute campaigns.
- **Key Performance Indicators (KPI):**
 - Growth in social media followers and engagement.
 - Timely and consistent content posting.
 - Quality and creativity of social media and email campaigns.
 - Successful collaboration with cross-functional teams and external partners.

6) Minimum Qualification Requirements:

- **Education:**
 - Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- **Work Experience:**
 - 1-3 years of experience in social media marketing or digital marketing.
 - Proven experience managing social media platforms for a brand or organization.
 - Experience in running email campaigns and using Zoho Campaigns.
- **Skills:**
 - Strong understanding of social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.).
 - Proficiency in social media management tools like Zoho Social, Hootsuite, Buffer, or similar platforms.
 - Basic graphic design skills and familiarity with tools like Canva, Adobe Spark, or Photoshop.
 - Strong written and verbal communication skills.
 - Experience with social media analytics and reporting tools (Google Analytics, Zoho Social, native platform insights, etc.).

7) Competencies:

- **Technical Competencies:**

- Ability to create visually engaging social media content.
- Understanding of social media algorithms and best practices.
- Knowledge of social media advertising and paid campaigns.
- Proficiency in email marketing campaigns, particularly with Zoho Campaigns.

- **Generic Competencies:**

- Strong time management and organizational skills.
- Creativity and adaptability to trends.
- Teamwork and collaboration skills.
- Analytical thinking and problem-solving abilities.