

## UNIQAYA

### *Requirement – Content Creator & Social Media Executive*

#### **Requirement**

- Excellent communication, English writing, and presentation skills.
- Knowledge and understanding of D2C and the online marketing field.
- Communicate with industry professionals and influencers via social media to create a strong network.
- Ability to develop the right voice for each social media platform.
- Ability to communicate the brand's vision on social media.
- Understanding of creatives and colour schemes.
- Should be creative and enthusiastic in sharing new ideas with the team.

#### **Roles and Responsibilities**

- Develops engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Design and manage the social media marketing calendar and ensure that day-to-day marketing initiatives are aligned with the brand identity and objectives
- Ensures brand consistency in marketing and social media messages by working with various other members of the marketing team.
- Grows and expands the company's social media presence on platforms including Facebook, LinkedIn, Pinterest, Youtube, and Instagram.
- Monitor trends in Social Media tools, applications, channels, design, and strategy.
- Research relevant influencers and content creators and establish relationships with them for collaborations
- Manage engagement with the social audience, including comment and direct message moderation/responses
- Use consumer insights and data to evaluate ongoing social media marketing success.

**If you wish to apply for the position of a Content Creator & Social Media Executive at Uniqaya, please drop in your CV at [admin@uniqaya.com](mailto:admin@uniqaya.com) or call at +91-8872033171.**