

MARKETING EXECUTIVE - Job DESCRIPTION

Location: Gurugram (On-site)

Salary: ₹30,000 per month

Working Hours: 9:30 AM – 6:30 PM

Working Days: 5 days a week

Preference: Female candidates preferred

Note: Candidates currently based in Gurugram will be given preference.

Key Responsibilities

- Create, publish, and manage content across social media platforms.
- Develop engaging posts aligned with brand guidelines and marketing strategies.
- Manage and schedule **Instagram posts, reels, YouTube content, and static creatives.**
- Coordinate with internal teams to ensure proper campaign alignment.
- Support **influencer marketing initiatives** and assist in managing collaborations.
- Monitor audience engagement and help improve online brand presence.
- Stay updated with the latest **social media trends, tools, and digital marketing practices.**

Required Skills

- Strong verbal and written communication skills.
- Creativity and ability to develop engaging digital content.
- Basic understanding of **social media marketing and influencer marketing.**
- Familiarity with **Instagram, YouTube, and other social media platforms.**
- Good coordination and organizational skills.
- Ability to work collaboratively with internal teams.