

## Malabar Gold and Diamonds (MALABAR GROUP)

### **Designation:**

Social Media Specialist

### **Eligibility:**

Any Graduate/MBA with 3-5 years of relevant work experience in Social Media Management.

### **Job Profile/Description:**

- ✓ Creating and conceptualizing marketing campaigns/activities on digital platforms (websites/social media/blogs/mailers/apps) and coming up with fresh ideas to enhance user engagement.
- ✓ Special focus on budget planning, content idealization, and implementation schedules.
- ✓ Experience with doing audience and buyer persona research.
- ✓ Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+ and other social media best practices.
- ✓ Have hands-on knowledge of Facebook Business Manager and Facebook Power Editor.