

## Brand Manager - Social Media

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Company: Please See//

Location: mumbai

Category: other-general

As a member of the Please See// marketing team you will influence changes in consumer behavior through ideas, creativity and the use of interactive media. You will get to innovate across digital communications, marketing and advertising. As a Brand Manager you will develop day-to-day client relationships and be committed to driving their business forward through innovative digital campaigns, e-commerce and media, that inspires and motivates consumers. You will be responsible for the flawless execution of campaigns and managing monthly social media marketing calendar for the brands you work on. You will also be involved in planning and keeping track of social media budgets for your brands - on a monthly basis and basis the campaigns planned for the brand. You will manage all social media channels, campaigns, and work with the team to sustain an engaging audience experience and to increase audience satisfaction. Our brand managers need to have a comprehensive understanding of the digital arena and how emerging technologies and avenues can add value to client business, while still delivering visually stunning design. What we'd like to see-

- Knowledge of clients' business - ability to understand the client's business, whatever market-
- The ability to work in conjunction with team members, participate in the approach, planning and estimation of all full-service projects-
- Able to be a part of the briefing of the creative team, including support with industry benchmarks, best practices, case studies and examples-
- Ability to work with clients to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages-
- Identifying target audiences with planning team and assisting to devise campaigns that engage, inform and motivate-
- Be a part of monthly planning for the brands-
- Disciplined and close supervision of timelines for

deliverables- A pro-active approach to creative projects- Excellent oral and written communication skills-Media planning- Superior organisational skills- A keen eye for detail and an understanding of budget restraints- Awareness of creative processes and techniques on all digital platforms- Ability to work under pressure whilst maintaining a cool outlook- A personable and professional character that will allow you to build client rapport- The confidence to give clients trust in your work- 2+ years experience within an integrated or digital agency.- Degree ideally in Marketing/Media or Business related discipline is advantageous.

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