



Mydala is hiring for Assistant Manager/Manager – Social Media

Location-	New Delhi
Position Type-	Full Time
Education-	UG - Any Graduate -Any Specialization /PG - Any PG Course - Any Specialization
Work Experience-	3 years - 5 years

Roles and Responsibilities

- Managing the social media marketing strategy Mydala.com focusing on LinkedIn, Twitter, Facebook, Google+, YouTube, Slide Share
- Execution of all social media activities (i.e. tweeting, sharing, engaging, liking, increasing social reach, doing the heavy lifting, etc) for Mydala.com
- Creating social media campaigns and calls-to-action that drive target buyers
- Building a strong presence on Google+ for each client, making the most of SEO tricks to help our clients get ahead
- Implementing Social Media SEO tactics aligned with our client's keyword and SEO strategies.
- Working within Hootsuite, Optify, SEOMoz, FollowerWonk, and other social media tools
- Writing one blog post a month about B2C Social Media Marketing for mydala.com s inbound marketing blog
- Conduct competitive analysis studies on client competitors, including digital footprint analysis

Ideal Candidate

- Very strong written and verbal communication skills
- Knowledge and familiarity with different social media platforms (Facebook, twitter, google plus, pinterest, etc.)
- Excellent academic research skills using online and print sources
- Ability to work fast and under pressure
- Interest and experience in Public Relations, Communications or Marketing
- Hardcore Knowledge of using different social media platforms
- Industries- PR , different agencies ,e-commerce , dot com , advertising

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