



Content Writer – Social Media

(Bangalore)

Are You Wired To Fit?

- Streamlining social media accounts (e.g. Facebook, Twitter, Instagram, YouTube), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities
- Ensuring Tweets/ Facebook/Instagram post on a daily basis and using tools like Hootsuite to schedule posts over weekends and holidays
- Monitoring and replying to Tweets/Facebook/ Instagram posts
- Liaising with staff internally to ensure that posts are accurate and up-to date
- Track key social media analytics on a monthly basis, including Google Analytics
- Increase the number of followers we have on Twitter by following and engaging
- Build Facebook engagement by executing barter arrangements with other partners and timely posts of content
- Ensure co-ordination with partners to post barter or other social media campaigns
- Understand and execute scheduling and post boosting budgets
- Work with each team (product, tech, design) to explore content ideas and key jobs

What'll Push-Up Your Chances?

- Excellent Coaching and Leadership skills
- Excellent verbal and written communication skills