

## JD for Branding & Communications Executive

<b>Location</b>	Mumbai, Maharashtra
<b>Position</b>	Social Media Executive
<b>Number of openings</b>	1
<b>Job Type</b>	Full-time
<b>Experience</b>	3-4 years of experience in the mentioned field
<b>Qualification</b>	Graduate or Diploma in Mass-Communication/ Digital Marketing/Development Communication/ Journalism.
<b>Salary:</b>	<b>₹35,000.00 - ₹45,000.00</b>

### **Roles and Responsibilities:**

1. Complete ownership and responsibility for overseeing VF presence across social media platforms.
2. Develop creative and engaging social media strategies and manage the day-to-day handling of all social media channels such as LinkedIn, Twitter, Facebook, Instagram and YouTube
3. Work on the content and creatives for Social Media posts across all channels with VF presence.
4. Managing comments on social media channels to achieve good response and high Engagement rate.
5. Analysing engagement data, identifying trends in interactions and planning the content to Build and increase our community online.
6. Form relationships with influencers across social media platforms.
7. Identification, writing, editing of the success stories and posting the same on social media.
8. Updating the titles, sub-titles and content of existing videos on our YouTube channel.
9. Quality testing of communication creatives and reporting the manager
10. Digital Content Creation including Blog Writing, Editing, and updating.
11. The writing needs to be from ideation to research to draft making till proof reading and before going online or getting published.
12. Should be able to also under take creative copy content for VF and its programmes' brochures, success stories, creatives, posters, mailers, banners, internal news letter, etc.
13. Coordination with creative agencies for Films and Video assignments, graphic designer and internal teams.
14. Ensuring that all communication and content is consistent with guidelines.
15. Willing to commute and travel for work
16. Any other work assigned by the Reporting Manager

**Desired skill:**

1. Excellent Communication & IT Skills
2. To setup efficient systems and procedures

**Job Type: Full-time**

**Salary: ₹35,000.00 - ₹45,000.00**

**How to Apply**

Eligible Candidates please share your updated profiles at: [Admin@vedantafoundation.org](mailto:Admin@vedantafoundation.org)