

Bio Basics is looking for a Digital / Social Media Marketing Manager

About Bio Basics

Bio Basics, launched in April 2015, is a social enterprise with a mission to work for the well-being of the environment, farmers and consumers. We work to create a market for safe, organic, whole foods by educating consumers, while making it easy for them to order and access safe food. Bio Basics is located at Coimbatore, Tamil Nadu. For more information visit www.biobasics.org

Job Brief

A full-time position, based in Vadavalli, Coimbatore, Tamil Nadu.

We are looking for a young, enthusiastic person with passion for digital / social media. Inspired to achieve digital sales targets, you should find it an exciting challenge to set up and manage campaigns in various digital marketing and social media channels, in ways that will lead to viral sharing of posts, top ranking on organic search, leading to an exponential rise in traffic to Bio Basics websites.

An additional skill set and experience in managing customer relations will be desirable.

Some of your Roles & Responsibilities

- Set up and execute digital marketing campaigns Including, but not limited to, email & social media, based on directions given by Director in-charge of Digital Marketing
- SEO / SEM for Google / Bing based on directions given by Director in-charge of Digital Marketing
- SMO for Facebook, Instagram, Twitter, etc.
- Adding / optimising pages & blog posts on WordPress Platform and the data & content on the E-Commerce Platform.
- Developing leads using digital platforms
- Maintaining & managing the social media presence actively, and reporting on status
- Identify trends & draw inferences based on the reporting metrics such as Google / Facebook Analytics.
- Follow up on sales leads and track individual sales from inquiry through delivery
- Maintain customer relationship for all digital leads and online customers
- Maintain & manage a database of lead & customers, with segmentation as necessary
- Collect customer reviews, photos and videos for social media and website
- Periodic analysis of competitors' website, products and prices.
- General office administrative tasks as may be required from time to time.

Desired Skills & Qualifications

- Graduate with fluent English & good computer skills
- Work experience in one or more of digital media platforms (WordPress, Facebook, Instagram, Twitter, Email Marketing, etc.)
- Demonstrate a working knowledge of digital marketing
- Comfort with website analytic tools (Google Analytics, Facebook Analytics, etc.)
- Proficiency in MS Word and MS Excel

Compensation

Commensurate with skill & experience

To Apply:

Email Resume to: anantha.talent@gmail.com