



HIRING

Job Role: Social Media Specialist (Kannada Language)

Location: Bangalore

Salary : 3 LPA - 4 LPA

Duration: Full Time

Qualification: Any Graduate

Year of Passout: 2021,2022 & 2023

Bond : No

Shifts : Day Shifts

Responsibilities and Duties:

- Create and curate compelling, high-quality content in Kannada for our social media platforms,
- including Facebook, Instagram, Twitter, and LinkedIn.
- Develop and execute creative social media campaigns to promote our books, events, and literary initiatives.
- Engage with our online community by responding to comments, messages, and feedback in a timely and professional manner.
- Monitor social media trends and competitor activities to identify opportunities for growth and engagement.
- Collaborate with authors, designers, and the marketing team to ensure consistent branding and messaging across all platforms.
- Plan and schedule social media posts using appropriate tools and platforms.
- Analyze and report on the performance of social media campaigns, tracking metrics such as engagement, reach, and conversion rates.
- Stay up-to-date with industry developments and emerging social media trends to recommend innovative strategies.

Qualifications and Requirements:

- Proficiency in reading and writing Kannada language is mandatory.
- Strong written communication skills in Kannada, with an eye for grammar, style, and creativity.
- Creative thinking and the ability to conceptualize and execute engaging social media campaigns.
- Strong organizational skills and attention to detail.
- Ability to work independently, meet deadlines, and adapt to a fast-paced environment.
- Basic knowledge of social media analytics tools to measure and interpret performance metrics

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