



**Position:** Social Media Marketing

**Location:** Kolkata/Mumbai

**CTC Offered:** 2.3 Lpa

### **About DeltaX**

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report media across search, social media, display RTB, Mobile, Video and other media channels. ([www.deltax.com](http://www.deltax.com))

### **Job Description**

DeltaX is looking for a candidate who is highly driven, creative and enthusiastic when it comes to learning about new brands, industries and technology. We are looking for someone who has a strong drive to learn, is committed, disciplined and loves challenges.

### **Responsibilities**

- Understand the business / industry and trends within the industry
- Develop a custom social media marketing plan for the brand
- Work on content calendars along with creative concepts
- Generate, edit, publish and share content that builds meaningful connections and encourages engagement with the brand followers
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Work with cross functional teams - creative, content teams

### **Skills & Requirements**

- Awareness of latest trends on social media
- Handy with social media tools (canva, hubspot, ig, fb) and understanding of basic analytics
- Positive attitude, detail and customer oriented with good multitasking ability
- Creative mindset to churn out best deliverables for the client
- Ability to meet deadlines
- Attention to detail and ensuring that the content is fully customized to each brand following required guidelines
- Proven working experience in social media marketing or as a Digital Media Specialist
- Having your own channel / blog is a plus

**Application Process:**

- Apply to this position here: <https://forms.gle/1eYxBCehhefwY4iY6>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 2 steps assessment process we evaluate seriously. You need to qualify all 2 round to get shortlisted for the Interviews