



Job Description - **Digital and Social Media Strategists Team**

of Openings : 4

Requirements and Responsibilities

- Delivering ideas and solutions that improve the reach and effectiveness for online campaigns, websites and social media platforms for each client
- Develop digital strategy tools and content including editorial calendars, blog posts, facebook and instagram posts, tweets, digital ads, etc
- Ad sensing and social media statistical knowledge
- Should be able to develop unique strategies as well carry out the given tasks within the digital and social media arena to meet/ exceed objectives of our clients
- Conduct and report on client's digital and social media traffic analysis, social media scans and other digital discovery works
- Ability to design various ebanners, ebrochures, blogs, videos, etc
- Handling of various social media accounts of our reputed clients during and after elections
- Strong interests in technology and digital marketing
- Strong problem solving skills and ability to exercise independent and responsible judgments
- Digital and social media strategizing/marketing work experience is required
- Creation and maintenance of static and dynamic websites, client's profiles, etc

Insight Political Strategists and Workforce Private Limited (IPSW) is an equal opportunity employer. All applicants are considered without any regard to race, caste, colour, religion, gender, age, sexual orientation, marital status or any other discriminatory factors forbidden by the law.