JOB DESCRIPTION

- ## <u>Social Media Marketing</u>

<u>Roles and Responsibilities</u>

- ✓ Formulating go-to marketing strategies focusing on brand positioning, customer engagement & external marketing.
- ✓ Building dashboards to define KPIs or success metrics for marketing & awareness campaigns.
- ✓ Preparing monthly analytics reports about Social Media Insights.
- ✓ Evaluating information based on accuracy, validity, importance, appropriateness for needs and social & cultural context.
- ✓ Creating copy for social media posts, websites & emails.
- ✓ Studying design briefs and designing various things (Posters, posts, pitch deck, brochures, flyers etc.) as per the requirements
- ✓ Supervising the team and holding everyone accountable to the deadlines.
- ✓ Learning, reading and up skilling. Think about how you can implement your knowledge at Escafate

- ## <u>Graphic Designer</u>

<u>Roles and Responsibilities</u>

- ✓ Creating, reviewing, editing and updating visual content for the company and different social media platforms.
- ✓ Conducting research and to learn more about current trends.
- ✓ Making social media posts and creating advertisements, preparation of thumbnails and digital Ads.
- ✓ Must have strong creative skills to come up with innovative ideas.
- ✓ Creating company's logo, website design, marketing materials.
- ✓ Must be familiar with using computer software programs such as Adobe Photoshop, Illustrator etc.
- ✓ Have a relevant skill and interest
- ✓ Technical Skills: Excel (Intermediate), Canva , Adobe Photoshop (desirable)
- ✓ (Skilled in using design, photo & video editing software & tools)
- ✓ Basic knowledge of layouts, typography, color, and other design principles

- ## <u>Word press Developer</u>
- ✓ Roles and Responsibilities
- ✓ UI and UX management
- ✓ Uploading blog
- ✓ Designing and developing a website.
- ✓ Handling the activities on the website.
- ✓ Publishing content when needed.

- ✓ Performing SEO on the website.
- ✓ Actively taking part in team discussions for bringing out best practices.
- ✓ Excellent knowledge of Word Press
- ✓ Basic UI/UX knowledge
- ✓ Basic SEO and Digital Marketing
- ✓ Attention to detail
- ✓

• **Campus Representative**

Roles and Responsibilities

- ✓ Building a network of students and teachers in your college using offline and online strategies.
- ✓ Ideating and executing engaging campaigns in your college or other colleges in your city
- ✓ Working on marketing plans and carrying out campaigns to generate business for the company.
  - · a)Public Speaking
  - · b)Communication and interpersonal skills
  - · c)Team work
  - · d)Presentation skills
  - · e)Networking

• **Product developer**

Roles and Responsibilities

- ✓ Leads product development, strategy,
- ✓ Redesign from concept through development and manufacturing to market launch.
- ✓ Develops products by identifying potential products, conducting market research, generating product requirements
- ✓ Developing marketing strategies, and determining specifications, production timetables, pricing, and time-integrated plans for product introduction.
- ✓ Determines customers' needs and desires by specifying the research needed to obtain market information.
- ✓ Brings new products to market by analyzing proposed product requirements and product development programs,
- ✓ Design thinking

• **Content writer and content proofreader**

Roles and Responsibilities

- ✓ Identifying customers' needs and coming up with new & creative content ideas.
- ✓ Writing blogs, strategizing & working on quora marketing.
- ✓ Researching & evaluating information based on accuracy, validity, importance, appropriateness for needs, and social and cultural context.
- ✓ Creating copy for social media posts, websites and emails as per the requirements.

- ✓ Brainstorming for marketing & awareness campaigns.
- ✓ <u>Requirements</u> -
- · Copywriting
- · SEO
- · Researching
- · Creative and Analytical Skills
- · Lives, breathes and eats content and is well aware of the trends
- · Ability to work methodically and meet deadlines
- · Strong Verbal communication skills

• <u>**Subject Matter Expert**</u>

<u>Roles and Responsibilities</u>

- ✓ Basic knowledge of one or more of the following areas:
    - o Databases (Oracle, Mysql)
    - o Networking (Cisco)
    - o Artificial Intelligence & Machine Learning
    - o Security (includes Hacking and Cyber security)
    - o Operating Systems (Linux, Windows)
    - o Cloud, Virtualization, and Infrastructure (AWS, VMware, Azure)
    - o Project/Business Management (ITIL, PMP, CBAP)
    - o Productivity Tools (MS Office)
    - o Creative Tools (Adobe)

- ✓ Ability to quickly grasp complex technical concepts and make them easily understandable in text and pictures.
- ✓ Excellent written skills and experience in technical writing of software documentation or test prep items.
- ✓ Excellent attention to detail and eyes for details.
- ✓ University degrees in IT, Computer Science, or technical certifications are highly preferred.