

## Introduction

We're looking for a skilled and creative social media executive to join our team at Adani Digital Labs for our airports.

As a social media executive, you will work collaboratively with our airport team to create award-winning campaigns. You will also manage our social media presence, create and execute strategies and engage with our audience to increase brand awareness. You should be able to lead and manage our digital campaigns to nurture our brand's online visibility — from ideation to final execution and analysis.

## Objectives of this role

- Work closely with marketing and communications teams to establish and maintain an assertive brand outreach on social platforms.
- Develop and execute social media strategies to meet brand objectives.
- Act as the primary point of contact between ADL and the airports

## Your tasks

- Monitor the organisation's social media accounts and ensure brand consistency in all social media messages, produce reports, etc.
- Create relevant and versatile content strategies to engage target audiences, promote our brand and drive engagement.
- Develop and implement social media strategies to increase brand awareness and engagement.
- Creative thinker with a passion for storytelling and brand building.
- Report and analyse the performance of social media campaigns and provide insights on performance metrics.
- Manage outreach with third-party influencers and plan live events, webinars or conferences.
- Lead and work closely with cross-functional teams (content, graphics, marketing) in a fast-paced environment with multiple deadlines
- Build and maintain relationships with influencers, partners, and customers to enhance brand advocacy
- Analyze social media performance metrics and provide insights to optimize strategies and campaigns
- Stay updated on industry trends and best practices in social media marketing and brand advocacy
- Plan out localised BTL campaigns in conjunction with airports
- Draw out a comprehensive marketing plan to boost penetration, brand awareness and acquisition of customers/partners
- Oversee complete execution of planned campaign right from material development to ground co-ordination
- Extensive market research skills to create brand strategies and presentations for the timely execution of campaigns

#### Required skills and qualifications

- Experience of 1-3 years in digital marketing, content writing, and social media management. Having aviation knowledge is a bonus.
- Excellent written and verbal communication skills with problem-solving acumen.
- Expertise in social media platforms (like Facebook, Twitter, Instagram and LinkedIn).
- Familiarity with customer service and client relations
- Strong attention to detail with time-management and organisational skills.
- Ability to work independently and manage multiple tasks with ease, 24X7 due to the nature of business.

#### Preferred skills and qualifications

- Bachelor's degree in communications, public relations, marketing or a related field.
- Knowledge of SEO, SEM and other digital marketing techniques.
- Knowledge of social media management tools (like Buffer/Brandwatch/Hootsuite).
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)