

Job Description (JD)

DevOptiv Global Services Private Limited

Job Title: Content Creator / Social Media Manager

Location: Mohali

Key Responsibilities

- Create, edit, and manage engaging content for social media platforms.
- Develop creative content ideas, captions, posts, and marketing creatives.
- Manage company social media accounts and maintain regular posting schedules.
- Plan and execute social media content calendars.
- Create content for LinkedIn, Instagram, Facebook, and other relevant platforms.
- Research current trends, viral content strategies, and competitor activities.
- Coordinate with the marketing team for campaigns and promotions.
- Monitor social media performance and engagement metrics.
- Support brand awareness and online engagement activities.
- Explore new content formats and creative ideas to improve audience engagement.

Required Skills & Qualifications

- No prior experience is mandatory; freshers with creativity and learning ability can apply.
- Good understanding of social media platforms, trends, and viral content strategies.
- Creative mindset with strong communication skills. And comfortable with being the face of the content.
- Basic knowledge of content writing, Canva/design tools, and video editing tools.
- Previous experience in content creation, graphic design, video editing, or social media management will be an added advantage.
- Ability to manage multiple tasks and meet deadlines.
- Good understanding of audience engagement and brand building.

Experience Required

- 0-3 years of experience in Content Creation, Social Media Management, Digital Marketing, or related fields.
- Freshers with relevant skills and creativity are encouraged to apply.

Salary Details: Upto 28,000 (totally depends on experience and Last salary)

Employment Details

Employment Type: Full-Time

Location: Mohali

Shift: Day Shift

Working Days: 5 Days Working