

Social Media Marketing Executive

Location: Mumbai

Experience: 1 to 3 years

Industry: System Integration / IT Hardware / AV / Technology Solutions

Employment Type: Full-time

Job Summary:

We are seeking a creative and tech-savvy Social Media Marketing Executive to develop and manage our company's online presence. You will be responsible for creating engaging content, growing our digital reach, and supporting the marketing strategy for our IT hardware, AV, and system integration solutions.

Key Responsibilities:

Content Creation & Management

- Develop, schedule, and publish engaging content across LinkedIn, Instagram, Facebook, Twitter, and YouTube.
- Create graphics, infographics, videos, and write copy that reflects our brand voice and highlights product offerings, case studies, events, and industry trends.
- Work closely with technical and sales teams to translate solutions into simplified, audience-friendly messaging.

Campaign Execution & Engagement

- Plan and execute social media campaigns for promotions, product launches, and lead generation.
- Monitor trends, engage with followers, and respond to comments/messages.
- Collaborate with influencers, partners, and vendors to boost brand visibility.

Analytics & Reporting

- Track and report key performance metrics: reach, engagement, conversions, and audience growth.
- Use insights to optimize content strategy and posting schedules.
- Stay updated with the latest social media tools, features, and best practices.

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Support Digital Marketing Activities

- Assist in running paid ad campaigns (Meta, LinkedIn, Google).
- Support in email marketing, blog posting, and SEO-friendly content updates.
- Help maintain the company's website and digital portfolio.

Qualifications & Skills:

- Bachelor's degree in Marketing, Communications, or related field.
- 1 to 3 years of experience in social media or digital marketing, preferably in a tech or B2B industry.
- Hands-on experience with Canva, Adobe Suite, video editing tools, and scheduling tools (Buffer, Hootsuite, etc.).
- Strong written communication, creativity, and storytelling skills.
- Basic knowledge of IT hardware or system integration is a plus.

Preferred Qualifications:

- Experience working with B2B or tech brands.
- Familiarity with CRM and email tools like Zoho, Mailchimp, HubSpot.
- Understanding of SEO, SEM, and Google Analytics is an advantage.