

Job Description

Job Title

Digital Content, Social Media & Print Media Associate

Department

Marketing / Communications

Employment Type

Full-Time

Job Summary

We are seeking a creative, organized, and detail-oriented Digital Content, Social Media & Print Media Associate to manage and enhance our brand presence across digital and print platforms. The ideal candidate will be responsible for creating engaging content, managing social media channels, supporting digital and print marketing initiatives, coordinating campaign execution, and analyzing performance metrics to strengthen brand awareness and audience engagement.

Key Responsibilities

- Develop, create, and publish engaging content for social media platforms, websites, blogs, email campaigns, and other digital channels.
- Manage daily social media activities across platforms such as LinkedIn, Instagram, Facebook, X (Twitter), and YouTube.
- Plan and maintain a content calendar aligned with marketing campaigns and business objectives.
- Create compelling captions, graphics, short videos, and promotional content.
- Coordinate the development of print marketing materials, including brochures, flyers, advertisements, banners, standees, newsletters, and other branding collateral.
- Liaise with designers, printers, vendors, and internal stakeholders to ensure timely delivery of print materials.
- Monitor social media trends, competitor activities, and emerging digital marketing practices.
- Engage with followers by responding to comments, messages, and inquiries in a timely and professional manner.
- Track and analyze social media and website performance using analytics tools and prepare periodic reports.
- Coordinate with internal teams, designers, and external agencies to execute integrated digital and print marketing campaigns.

- Optimize content for SEO and improve website visibility where applicable.
- Ensure all digital and print content aligns with brand guidelines and communication standards.

Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, Digital Media, Mass Communication, or a related field.
- 1–3 years of experience in digital marketing, content creation, social media management, or print media coordination.
- Fresh graduates with a strong portfolio and relevant internships may also be considered.

Required Skills

- Excellent written and verbal communication skills.
- Strong content writing and copywriting abilities.
- Proficiency in social media management platforms.
- Basic knowledge of graphic design tools such as Canva or Adobe Creative Suite.
- Familiarity with video editing tools is an advantage.
- Understanding of SEO principles and digital marketing best practices.
- Knowledge of analytics tools such as Google Analytics and platform insights.
- Strong organizational and time-management skills.
- Ability to manage multiple projects and meet deadlines.
- Creative thinking with attention to detail.

Preferred Qualifications

- Working knowledge of WhatsApp Marketing.
- Hands-on experience with Meta Ads Manager and Meta Marketing tools for campaign planning and execution.
- Experience with paid social media advertising campaigns.
- Knowledge of email marketing platforms.
- Basic understanding of WordPress or other content management systems.
- Experience with AI-powered content creation tools is an added advantage.

Key Competencies

- Creativity and innovation
- Communication and collaboration
- Analytical thinking
- Adaptability
- Initiative and ownership
- Attention to detail

What We Offer

- An opportunity to build your career with a prestigious brand under the **Birla Legacy**.
- A collaborative and growth-oriented work environment.
- Professional learning and development opportunities.
- Exposure to integrated digital and print marketing projects.
- Competitive compensation and employee benefits.