

## **SOCIAL MEDIA MANAGER - DIGITAL**

**Apply On: [joinus@emporio.email](mailto:joinus@emporio.email) , [hr@emporio.email](mailto:hr@emporio.email)**

**Experience : 6-8 years**

### **Job Description**

We are looking for a talented Group Head to join our team. You will manage our client portfolio to help our clients improve their digital presence.

As a Group Head - Digital, you should have solid experience in digital marketing with a customer service approach. You should also have a clear idea of how digital tools add value to company strategy and performance.

### **Key Responsibilities**

- Act as the point of contact for clients for digital management matters that includes -
  - Social Media Management
  - Online Reputation Management
  - Performance Marketing
  - Digital Content Creation
  - Influential Marketing
  - SEO
  - Website Optimization & Mgt.
- Build strong, long-term client relationships and maintain frequent contact
- Set digital strategies for your assigned customers, considering their specific requirements
- Suggest, design and implement digital projects to increase customer ROI
- Address client queries effectively and in a timely manner
- Optimize web content to increase traffic and improve SEO
- Present social media strategies to clients
- Report on web performance metrics
- Analyze digital campaigns success
- Stay up-to-date with digital technology trends
- Leading clients' campaign digital marketing & creative campaigns, overseeing technology projects and unifying possibilities across these areas
- Managing Account directors and Group Accounts managers to drive Client success and strengthen team communication

- Driving operational efficiency and quality output for the client accounts at the agency across India, US & Canada geographies
- Upselling and cross selling to clients time to time with a provided P&L while driving targets with BD & Sales Teams  
Comfortable in working cross functionally with design and technical teams to meet client goals
- Looking into smooth functioning of client reporting, monitoring performance indicators (both internal and external)
- Reporting to the leadership on the Account team's performance and growth of a particular account.
- Identifying new opportunities for growth.

## About the Company

[EMD](#) is an award-winning integrated services firm with offices in the US and India. We specialize in Design, Digital, Content & Technology offerings with a clear focus on limited clientele, high quality. Because we help brands craft beautiful messages, we're also known as 'Storytellers'.

Over the past 9 years, we have associated with over 150+ brands across 9 portfolios. Ranging from *Education, Fashion & Lifestyle, Publishing, and Healthcare, to Automobiles & Heavy Equipment, Technology & Legal firms*, we have serviced an extensive range of clients across B2B and B2C domains.

Some of our key clients include *Wave Infrastructure, Harrisburg University, Penguin Random House, Blue Bells Group of Schools, Polaris, Indian Motorcycles, The Body Shop, W For Woman, Aurelia, Medtronic, Manitou Equipment India and Singapore, Beitel India, and Dabur International* among several others.