Job Description: Social Media & Performance Marketing Manager

Position: Social Media & Performance Marketing Manager
Department: Marketing
Location: Sector 19 Dwarka
Experience: 4+ Experience

About the Role

We are looking for a dynamic and data-driven **Social Media & Performance Marketing Manager** to lead our online presence, manage campaigns, and drive measurable growth across digital platforms. The ideal candidate is creative, analytical, and well-versed in paid ads, content strategy, and performance optimization.

Key Responsibilities

- Develop and execute **social media strategies** across Instagram, Facebook, YouTube, LinkedIn, and other platforms.

- Manage day-to-day content planning, posting, and community engagement.

- Run and optimize **performance marketing campaigns** (Meta Ads, Google Ads, YouTube Ads, etc.).

- Track, measure, and report campaign performance using analytics tools.

- Work closely with the design/content team to create high-performing ad creatives.

- Conduct competitor and industry research to refine targeting and creative direction.

- Manage budgets efficiently to ensure maximum ROI.

- Identify trends, insights, and opportunities for growth.

- Build brand awareness through consistent storytelling and digital strategy.

Required Skills

- Strong knowledge of **Meta Ads Manager & Google Ads**
- Proven experience in **social media content strategy & campaign execution**
- Understanding of analytics tools (Google Analytics, Insights, etc.)
- Ability to create performance-driven strategies
- Knowledge of A/B testing, audience segmentation & funnel management
- Good understanding of creative briefs and ad creatives
- Strong communication, planning, and reporting skills

Preferred Qualifications

- Experience in managing 360° digital campaigns
- Knowledge of SEO basics (bonus)
- Experience with CRM tools & automation platforms
- Past agency or brand experience

Soft Skills

- Creative thinking & problem solving
- Attention to detail
- Analytical mindset
- Ability to meet deadlines and multitask
- Team collaboration