

Work Better Training

Job Description

Department	Content Writer – Social Media
Location of post	Borivali – East, Mumbai
Working Days	5 days a week from Monday to Friday, (Saturday – Work from home)
Work Timings	0930 – 1830 hrs

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Work Better Training & Development is an Executive Education and Training firm specializing in the field of behavioral and soft skills training. We partner with corporate organizations to drive their People Development initiatives and achieve the desired business outcome.

Within 7 years of our existence, we have grown at an extremely rapid pace with a team of exceptionally committed and passionate people. We trained close to 30,000 professionals PAN India in the last financial year alone. We are one of the largest training partners for companies like Axis Bank, HDFC Bank, Deloitte, Godrej, Mahindra & Mahindra, etc.

At Work Better, we seek nothing less than excellence, be it in our training programs or the people who work with us.

For more information, kindly visit www.workbetterindia.com

As part of the Social Media team, you will –

- Need to write very well – create great content for Social Media
- Will be responsible for running Social Media & Digital Marketing at Work Better
 - Special focus on running the Work Better Blog. Create great content for the same.
 - Improving our SEO in coordination with our agency.
 - Running our LinkedIn, Facebook & Twitter pages in a way where it generates leads & build our brand.
 - Responsible for defining and executing the social media content strategy including developing and managing viral marketing campaigns, creating and supervising high profile channel accounts, and integrating interactive media into the overall business strategy.
 - Tasks include cultivating and managing online tech influencers, communities, new target customers & current customers on the company's behalf.

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- Other duties include coordinating the marketing calendar with online activity, partnering with other departments to ensure proper online messaging and relevancy, ensuring consistency of messages across multiple networks, preparing reports to update internal staff on usage statistics, and continuous monitoring and coverage of all sites.

Skills you must possess

- A knack and love for writing and create fresh content that search engines haven't indexed before.
- Exceptional business writing skills and ability to visualize, as well as convey the message into relevant and interesting content.
- Familiarity with social media/web analytics platforms and monitoring
- Knowledge of measurement tools and ability to respond.
- Familiarity with managing blogs, discussion forums, ratings, and reviews
- Working knowledge of MS Office Suite

Qualifications

- A Graduate in any discipline

Experience

- Has relevant experience of 1 to 3 years