



## **NATIONAL INSTITUTE OF BANK MANAGEMENT, PUNE**

### **Invites Applications for 'Consultant - Social Media Expert'**

NIBM is an apex institution for research, training and consultancy in banking and finance located at Kondhwe Khurd, Pune. The Institute provides advanced training in Banking and Finance to Officers/Executives of Banks and conducts Research in Banking and Finance. NIBM also conducts a two-year Post-Graduate Diploma in Management (Banking and Financial Services) (PGDM-B&FS) which is recognized by the AICTE. The Institute offers Online Certification courses in few specialised areas for working professionals in Banks/ Financial Institutions etc.

NIBM invites applications from suitable candidates to be engaged as 'Consultant - Social Media Expert'.

The Institute is looking for a creative Social Media Expert to manage and enhance our Institute's online presence across various platforms. The ideal candidate/ firm must have expertise in content creation, audience engagement, run sponsored ad and data analysis to drive brand awareness, traffic, and user engagement.

➤ **Requirements:**

- Proven work experience in Social media optimization or similar role.
- In-depth knowledge of various social media platforms and their best practices.
- Excellent written and verbal communication skills.
- Creativity and ability to produce engaging content.
- Familiarity with online marketing strategies and marketing channels.
- Bachelors degree in Marketing, Communications, or a related field is preferred.
- Location at Pune; Working as per needs of the Institute.
- Employment Type: Consultant
- Role Category: Digital Marketing
- Education (Individuals)
  - UG: Any Graduate
  - PG: Any Postgraduate

➤ **Job Description:**

Responsible for developing and implementing strategies to increase a company's online presence and improve marketing and sales. Some of the responsibilities include:

- Setting up social media channels; Develop, implement, and manage social media strategies across platforms like Instagram, Facebook, LinkedIn, Twitter, etc. and responsible for increasing followers on platforms and oversee all accounts' management.
  - Identify and research relevant influencers, brand ambassadors, and content creators that align with the institute's goals and target audience.
  - Creating and managing social media campaigns; Create, curate, and manage all published content (images, blogs, video, and text) for the target audience
  - Preparing content for social media accounts
  - Responding to comments, messages, and reviews in a timely manner to foster positive community relationships.
  - Monitoring and reporting on feedback and online reviews
  - Analyzing and reporting digital marketing performance metrics and KPIs (engagement, reach, impressions, conversions).
  - Monitoring and managing digital marketing budgets
  - Stay updated on trends, challenges, and formats in short-form content, ensuring our videos remain relevant and engaging
  - Coordinate with internal teams to align social media content with overall strategies.
- Key Skills: Social media marketing; Report generation; Google Analytics; Media strategy; Social media; Brand awareness; SMO Executive; SEO; Search engine optimization
  - Appointment will be offered on contract, initially for period of one year that may be extended subject to satisfactory review of performance.
  - Consultancy fee to be decided, on mutually agreed terms based on institute's expectations and commensurate to qualification and relevant experience.

Interested and eligible applicants may submit their applications (**Online only**) with complete information through the link provided with this advertisement on the Institute's website (<https://www.nibmindia.org/careers>).

The last date for submission of applications is November 07, 2024. Applications submitted after the cut-off date will not be considered.

.....