

Marketing & Advertising

Experienced

# Social Media Executive

Gurugram, India

**Motherson Health & Medical** is focused on helping people become and stay healthy by enabling access to high-quality and affordable care. As part of the Motherson family, we draw upon decades of expertise in innovation, product design, engineering, software, and supply chain. Motherson Health & Medical leverages the vast resources of the Motherson Group, which includes over 180,000 employees and more than 350 manufacturing facilities in 41 countries. This enables us to substantially impact the healthcare industry by creating access to quality and affordable healthcare worldwide.

We continuously expand our core capabilities by collaborating with universities, hospitals, research groups, startups, and healthcare companies. By staying at the forefront of scientific and technical developments, we deliver cutting-edge products to our customers.

We believe in attracting talented individuals, investing in their development, and providing equal opportunities for success. We actively recruit talent with core healthcare capabilities from diverse geographies to join our inclusive team. Together, we aim to revolutionise the healthcare industry and make quality and affordable healthcare accessible to all.

Join Motherson Health & Medical and be part of our mission to make a positive impact on global healthcare.

## What you'll do

As a Social Media Executive, your primary responsibility will be to enhance brand awareness, engage with the target audience, and drive traffic to the company's digital platforms. You will work closely with the marketing team to create compelling content and manage social media campaigns across various platforms.

Responsibilities:

- Develop and manage social media platforms to create comprehensive social media strategies aligned with the company's marketing goals and target audience.

- Content creation and management generate engaging and creative content, including text, image, and video, for various social media platforms.

- Maintain a content calendar to ensure consistent posting and monitor the performance of content to optimize engagement.

- Plan, execute, and monitor social media campaigns to drive brand awareness, lead generation, and customer engagement. Analyze campaign results and provide insights for future improvements.

- Monitor social media platforms for customer inquiries, comments, and feedback. Respond to queries promptly and provide appropriate solutions. Foster positive relationships with customers and manage online reputation.

## What we are looking for

- Bachelor's degree in marketing, communications, or a related field.
- Experience of 3+ Years in managing social media platforms and campaigns for brands.
- Strong understanding of social media platforms, tools, and best practices.
- Excellent written and verbal communication skills.
- Proficiency in using social media management and analytics tools.
- Creative thinking and ability to generate engaging content.
- Strong analytical skills and data-driven mindset.
- Ability to work independently and manage multiple projects simultaneously.
- Up-to-date knowledge of industry trends and developments.
- Familiarity with graphic design tools like Canva and basic photo/video editing skills will be preferred.

## What we offer

The team is growing at the same time our Group grows. Therefore there are many opportunities for you to grow with us!