

Company Description

Wilco International LLP, with a rich legacy spanning 68 years, stands as a pioneering force in publishing, import, and export. Recently launched, Woodpecker Books, an imprint of Wilco International LLP, embodies a vision to inspire and shape the reading habits of Gen Alpha, Beta and future generations. Under the heritage umbrella, we proudly operate retail bookstores named Bargain Book Hut in several locations in Mumbai, and across India. The hallmark of Bargain Book Hut is our year-round offering of discounts on each and every book, be it bestsellers, coffee table books, classics, or exclusive editions. Wilco believes in fostering diversity and empowering women in the workplace. In our commitment to building a supportive job culture, we aim to cultivate a strong and dynamic women's team.

Role Description & Responsibilities

This is a full-time on-site role for a Social Media Manager, ideally suited for someone with a keen interest in reading and creating content related to books, where the responsibilities include:

- Developing and implementing social media strategies
- Planning the content calendar
- Photography and videography skills are a plus; the Social Media Manager should be proficient in editing and creating reels.
- Managing company's social media accounts
- Creating and publishing engaging content
- Overseeing social media campaigns
- Collaborating with the graphic and sales teams
- Should be well versed with graphic designing Software
- Working on collaboration with targeted influencers
- Compiling and presenting monthly analytics
- Embracing creative liberty while ensuring attention to detail
- Staying updated on industry best practices and evolving social media trends
- Ensuring effective communication and collaboration with various teams
- Incorporating influencer marketing strategies
- Ensuring cohesive brand representation across all platforms

Qualifications and Requirements

- Social Media Marketing and Social Media Optimization (SMO) skills
- Excellent communication skills, both written and verbal

- Experience in developing content strategies
- Strong writing and editing skills
- Should have a good knowledge of creatives
- Ability to work independently and as part of a team
- Ability to multitask
- Familiarity with social media analytics and reporting tools
- Experience in graphic design/Illustrator is a plus
- Bachelor's degree in Marketing, Communications, Journalism, literature or related fields.
- Kindly be informed that the salary range is subject to the individual's level of experience.