

## **JOB DESCRIPTION**

**Position:** Social Media Manager

**Experience:** 0-2 Years

**Location:** Bangalore (On-Site)

**Compensation:** Based on Skill set

**Work Timings:** Monday to Saturday, 9:30 PM to 5:30 PM

### **About Us**

Asha The Hope is a learning gateway that focuses on inner transformation through expanding your consciousness by self-development and raising cultural intelligence. We provide expertise and skills required for that, to any individual seeker or counsellor. Behind 'Asha The Hope' are the founders, Dr. Asha, Mr. Girish who are leaders in the field of cognitive education. We are proud to be one of the first platforms to offer online accredited courses, which use effective methods to teach and bring forth the students' dynamic understanding of the mind, life, and the way it works. All students are valued and above all, supported through their journey of learning and attaining a professional title of achievement.

### **Our Vision**

We aim to bring knowledge and self-empowerment to our clients through every thread of their life by giving them the tools to enrich the areas of health, wealth, and happiness.

### **Our Mission**

We are committed to impart and connect the knowledge of modern, ancient, and western psychology.

### **Our Objective**

Learning is a collective experience through our mind, consciousness, and the internal factors of what we think and feel with our five senses and is expressed in the form of words and actions. These along with other subtle senses within consciousness play a major part in creating our daily reality. When our mind is aligned on all these levels, we attain balance with internal and external environments.

### **Our Work Culture**

- We are a well-integrated team and believe in teamwork.
- Every individuals' ideas are welcomed and heard.
- We motivate and nurture individuals to reach their best potential
- We support diversity and also strongly support providing opportunities irrespective of their gender, caste and creed.
- We believe in work-life balance.

## **Roles and Responsibilities**

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other teams, like marketing, sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

## **Desired Skills and Competencies**

- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills
- BSc degree in Marketing or relevant field

*Note: There will be an initial 3-month probation period at the end of which the performance of the probie will be discussed, pertaining to which the probie will become a permanent employee.*

Interested candidates may send in their applications to **info.courses@ashathehope.in**

