# ViVi Innovatives

*https://www.viviinnovatives.com/job/social-media-marketer/*

## Social Media Marketing specialist

**Hiring organization**
ViVi Innnovatives

**Employment Type**
Full-time

**Duration of employment**
2 years

**Job Location**
Coimbatore
Remote work from: Tamilnadu

**Valid through**
25.11.2026

### Description

We are looking for a creative and performance-driven **Social Media Marketing Specialist** to manage and grow our brand presence across digital platforms. The ideal candidate should have strong knowledge of social media strategy, content planning, paid advertising, and analytics.

You will be responsible for creating engaging content, running paid campaigns, increasing audience engagement, and generating quality leads through platforms like Instagram, Facebook, YouTube, and LinkedIn. If you are passionate about digital trends and performance marketing, we would love to hear from you.

### Responsibilities

- Develop and execute social media strategies aligned with business goals
- Create content calendars and plan monthly campaigns
- Manage social media platforms (Instagram, Facebook, LinkedIn, YouTube, etc.)
- Design engaging posts, reels, and short-form content
- Run and optimize paid ad campaigns (Meta Ads, YouTube Ads, etc.)
- Monitor engagement, reach, and conversion metrics
- Generate leads through social media marketing
- Collaborate with graphic designers and video editors
- Track trends, competitor activities, and new platform features
- Prepare performance reports and suggest improvements

### Qualifications

- Any Bachelor’s degree
- **Certification in Digital Marketing is mandatory** (Google, Meta, HubSpot, or any recognized institute)
- 0–2 years of experience in Social Media Marketing (Freshers with certification and strong practical knowledge can apply)
- Strong understanding of Instagram, Facebook, LinkedIn, and YouTube algorithms
- Experience in running Meta Ads / Google Ads is an added advantage

- Knowledge of content strategy, audience targeting, and lead generation
- Basic knowledge of Canva or other creative tools is a plus
- Ability to analyze campaign performance using insights and analytics tools
- Good communication and copywriting skills
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**Contacts**
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