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*"Unlock your dream career with us. Connect with renowned employers, enjoy top-notch facilities, and thrive in a vibrant community."*

**Position:** Social Media Executive

**Work Days:** 5 days

**Years of Experience:** 0-1 Year

**Community Location:** Noida / Pune

**Employment Type:** Full Time

## **CONNECT**

**Company Overview** (<https://mckinleyrice.com/>)

McKinley Rice is not just a company; it's a dynamic community, the next evolutionary step in the world of professional development. Spiritually, we're a hub where individuals and companies converge to unleash their full potential. Organizationally, we are a conglomerate composed of various entities, each contributing to the larger narrative of global excellence.

### **Redrob by McKinley Rice: The Next Frontier in Professional Development**

Propelled by a substantial 4-million-dollar pre-seed investment from top venture capitalists in Korea, Redrob emerges as McKinley Rice's latest venture, marking a new chapter in our expansion. Proudly introducing Redrob—a groundbreaking AI platform—we're set to redefine professional development.

Going beyond traditional academic measures, Redrob embodies our commitment to nurturing talents and bridging the gap between industry demands and professionals' aspirations. Fueled by our funded growth, we're poised to revolutionize recruitment and assessments, ensuring candidates are not just academically proficient but also industry-ready.

Redrob is the cornerstone of our vision to catalyze the formation of A-grade teams for organizations. Through seamless recruitment processes, we aim to be the indispensable right hand, facilitating the creation of high-calibre teams that surpass industry standards.

### **How to become a part of the team and enjoy the benefits of the McKinley community:**

- ❖ **Step 1:** Appear for Preliminary Assessment
- ❖ **Step 2:** After passing the preliminary assessment round, appear for the Core Assessment
- ❖ **Step 3:** Clear the interview process and be a part of the team **McKinley Rice!**

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## **EXPERIENCE**

### **Duties you'll be entrusted with:**

- ❖ Devise and execute social media strategies aligned with overall marketing objectives
- ❖ Oversee day-to-day management of campaigns and ensure brand consistency.
- ❖ Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube, and LinkedIn.
- ❖ Ensure progress on all platforms by using analytical tools such as Google Analytics and others.
- ❖ Monitor content performance, analyze performance metrics (engagement, reach, conversion rates, and customer feedback), and optimize content to achieve KPIs.
- ❖ Ideate and conceptualize different storytelling and develop content buckets that resonate with the audience and create brand awareness.
- ❖ Stay updated on industry trends, competitor strategies, and emerging tools to ensure our digital marketing tactics remain competitive.
- ❖ Be the face of the brand, produce and create content for social media.

### **Expectations from you:**

#### **Basic Requirements**

- ❖ Bachelor's Degree in Marketing, Communications, or a related field.
- ❖ Proven work experience in Social Media Management or similar roles.
- ❖ Proven experience in coordinating with multiple teams.
- ❖ Experience with social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- ❖ Interface with clients via Slack, Zoom, and email.
- ❖ Work with modern tools including Jira, Slack, GitHub, Google Docs, etc.

#### **Technical Skills**

- ❖ Proficiency in using social media management and marketing automation tools.
- ❖ Data-driven mindset with the ability to analyze and interpret digital marketing metrics.
- ❖ Good Knowledge of SEO, keyword research, and online marketing.
- ❖ Excellent communication and interpersonal Skills.
- ❖ Have a hustling mindset and a go-getter attitude.

#### **Soft Skills**

- ❖ A quick and critical thinker with the ability to come up with several ideas about a topic and bring fresh and innovative ideas to the table to enhance the visual impact of our content.
- ❖ Potential to apply innovative and exciting ideas, concepts, and technologies.
- ❖ Multi-tasking and time-management skills, with the ability to prioritize tasks.

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## THRIVE

### Some of the extensive benefits of being part of our team:

- ❖ We offer skill enhancement and educational reimbursement opportunities to help you further develop your expertise.
- ❖ The **Member Reward Program** provides an opportunity for you to earn up to INR 85,000 as an annual Performance Bonus.
- ❖ The **McKinley Cares Program** has a wide range of benefits:
  - The wellness program covers sessions for mental wellness, and fitness and offers health insurance.
  - In-house benefits have a referral bonus window and sponsored social functions.
  - An Expanded Leave Basket including paid Maternity and Paternity Leaves and rejuvenation Leaves apart from the regular 20 leaves per annum.
  - Our Family Support benefits not only include maternity and paternity leaves but also extend to provide childcare benefits..
- ❖ In addition to the retention bonus, our **McKinley Retention Benefits** program also includes a Leave Travel Allowance program.
- ❖ We also offer an exclusive **McKinley Loan Program** designed to assist our employees during challenging times and alleviate financial burdens.

### A Glimpse into the Community:

- ❖ [Official Recruitment Video](#)
- ❖ [First Impressions Interns at McKinley Rice](#)
- ❖ [CSR Initiative by McKinley Rice](#)
- ❖ [We reuse and recycle paper at our office](#)
- ❖ [Positive Work Environment \(Culture, Perks & Benefits\)](#)
- ❖ [Employee Experience at McKinley Rice](#)
- ❖ [Inclusivity & Diversity at McKinley Rice](#)