

# Social Media Executive

Digital Marketing

---

**Experience**

1-2 yrs

**Location**

Phase 8B, Mohali - On-site

**Openings**

1 Position(s)

**Current Status**

Urgent Hiring

**Job Type**

Full-time

**Job ID**

#16

---

## Job Description

We are hiring a dynamic Social Media Executive to manage and grow social media presence for Makes360 and multiple clients across Instagram, Facebook, LinkedIn, Twitter/X and more.

## Key Responsibilities

- Plan, create and schedule high-quality posts, Reels, Stories and campaigns.
- Manage community engagement, respond to comments/messages and build audience loyalty.
- Research trends, hashtags and competitors to keep content relevant.
- Collaborate with graphics & video team for creatives.
- Analyze performance metrics (reach, engagement, growth) and prepare reports.
- Support paid social campaigns when required.

## Required Skills

Strong experience with Meta Business Suite, Instagram Insights, LinkedIn Analytics.

Creative content ideation, copywriting & trend awareness.

Hands-on with Canva, CapCut, scheduling tools (Later/Buffer/Recurpost).

Excellent communication & understanding of digital marketing.

## KPI & Performance Targets

- Month-on-month follower & engagement growth.
- High-quality content output & trend adaptation.
- Positive audience sentiment & quick response time.

## Salary & Benefits

- ₹20,000 - ₹25,000 per month.
- Performance incentives + bonuses

## **Why Work With Us?**

- Fast-growing tech agency.
- Work directly with CEO & leadership.
- 360° learning exposure across real client projects.
- Freedom to experiment, innovate & create impact.
- Results-oriented culture.

## **Growth Path**

- Social Media Executive → Senior Social Media Specialist → Social Media Manager

*Apply Now: Send your resume to [hr@makes360.com](mailto:hr@makes360.com) with subject "Application for Social Media Executive"  
Visit us at: <https://www.makes360.com/careers>*