



Who we are?

Blackcoffee Media LLP is a 2020 established digital marketing firm established by digital marketing veterans who come from companies such as LinkedIn, Facebook and Alibaba and have over 12+ years of experience running global digital marketing agencies. We help businesses achieve their marketing ROI objectives with our cross-platform expertise ranging across social & native advertising ads, while also setting up and scaling their digital touch points.

Role: Social Media Copywriter

We are looking for a Social Media Copywriter to interact with our customers and promote our products and services on social networks.

Social Media Copywriter responsibilities include updating our social media pages, responding to followers and tracking user engagement. To be successful in this role, you should have excellent web content writing skills and experience on multiple social networks.

Ultimately, you will ensure we maintain a strong online voice and brand consistent with our marketing goals.

Responsibilities:

- Write, edit and publish engaging posts for various social networks, including Facebook, Twitter, LinkedIn & Instagram, organic and paid media.
- Optimize social media posts (language, tone, message) based on our target audience's behaviours
- Select appealing images and videos to complement text
- Update our social media pages with compelling company news

- Coordinate with internal teams to create advertising posts (e.g., for events, open roles and product releases)
- Track and report on social media insights (traffic, engagement, shares, conversion rates)
- Apply advertising techniques to boost brand awareness, like promotions and competitions
- Respond to questions and comments on our social media pages in a timely and accurate manner
- Network with clients and industry professionals

Basic Qualification (Mandatory)

- Proven work experience as a Social Media Copywriter or similar role
- Hands-on experience using various social media platforms to advertise
- Solid knowledge of SEO, keyword research
- Ability to deliver creative web content (text, image and video)
- Excellent communication skills
- Graduation in BSc- Marketing/BBA/BMS/Management

Additional Qualification (Not mandatory, but bumps you to the top of the list)

- Digital marketing certifications (AdWords/ FB Advertising etc/UpGrad/Digigrad/Similar) completed in the last 12 months.
- Familiarity with online paid advertising
- Working knowledge of Google Analytics
- Post-Graduation that includes creative writing as curriculum

Location

Temp: Remote

Permanent: Baroda or Mumbai (Candidates will be expected to be present in/relocate to these cities once there is clarity and safety in terms of COVID)

Please send your updated Resume with the “Role” in subject line to brew@blackcoffee.media