

Dear Marketing Executives

PlanWize Constructions & Promoters is a reputed construction firm located at Vellore with a focus in vaasthu and expertise in the domain of design and development of residences, apartments and commercial buildings since 2003.

We are currently recruiting for the post of Business Marketing Executives.

If you're a passionate to work with us with the required credentials, mail us your resume with a subject line "Applying for the post of marketing executive" to [architects@planwize.in](mailto:architects@planwize.in)

### **Job Description**

- Set up and carry out a social media and content marketing strategy that is consistent with your entire brand strategy.
- Create engaging digital content (e.g., blog posts, info graphics, videos, etc.) that drives traffic and helps the company's social media presence to grow across multiple platforms (e.g., Google SEO, Face book, Twitter, Instagram, LinkedIn, etc.)
- Co ordinate with designers to ensure that all digital content is aligned with the brand and supports business objectives
- Analyze and report on the effectiveness of social media and content marketing efforts, and make recommendations for improvements
- Stay up-to-date with the latest social media and digital marketing trends, and incorporate these into the company's marketing strategy Manage the production and distribution of digital assets (e.g., email newsletters, e-books, whitepapers, etc.)

### **Technical Skills**

Well versed with Photoshop, Meta Ads, Google Ads, Content Creation, Social Media Marketing, SEO&SEM, Google Analysis, Email Marketing, Video Marketing.

### **Required Qualifications**

- Ability to work independently and as part of a team, spend time productively with maximum efficiency.