

Team Leader – Social Media Marketing

Position Summary

As a Team Leader for Social Media Marketing team, you will play a pivotal role in driving online marketing efforts and generating revenue through performance marketing campaigns on marketing platforms like Facebook, Google, Snapchat & TikTok. Your primary responsibilities will include collaborating with campaign managers and client's marketing team, managing campaigns, and implementing performance marketing strategies to maximize conversions and ROI. You will work closely with the campaign managers to execute campaigns, track performance metrics, and optimize towards marketing goals and KPIs.

Campaign Planning and Execution:

- Collaborate with the campaign management team to create targeted social media campaigns on different marketing platforms (Facebook, Google, Snapchat & TikTok).
- Manage Different types of campaigns on social media (Traffic - Conversion - Engagement).
- Create compelling English content & Ad copies for all campaigns.
- Monitor and optimize campaign performance to meet revenue and ROI goals.
- Troubleshoot campaign issues and provide hands-on support to the team as needed.

Performance Tracking and Reporting:

- Set up tracking pixels on different platforms (Facebook, Google, Snapchat, TikTok) and on Google Tag Manager to monitor traffic, conversions, and revenue.
- Oversee existing campaigns, analyze performance data to identify trends, opportunities, areas for improvement and recommend optimization strategies.
- Generate regular reports to assess the effectiveness and performance of all digital marketing campaign against goals (ROI and KPIs)

Quality Assurance:

- Ensure all marketing campaigns adhere to process guidelines and standards.
- Conduct quality checks of marketing campaigns.
- Address quality issues (corrections) promptly and implement corrective actions.
- Ensure quality process is established, reviewed and updated regularly.

Budget Management:

- Develop, manage and monitor the campaign budgets daily.
- Manage budgets to support expected ROI & GP and achieve/exceed campaign objectives.

Team Management:

- Motivate and Lead team members.
- Manage day-to-day performance of the team members to achieve marketing goals & KPIs.
- Act as point of contact for all campaign related activities.
- Train new team members on the process, tools and technology.
- Stay up-to-date with industry trends, social marketing best practices, and changes in relevant platforms and technologies.
- Contribute at least 70% towards productivity.

Qualifications:

- Proven experience of at least **4-5 years** in managing the full funnel, tracking links campaigns, and e-commerce experience on different marketing platforms (Facebook - Google - Snapchat & TikTok, Google Analytics and Google Tag Manager).
- Bachelor's degree in marketing, business or engineering.
- Strong analytical skills and the ability to easily recognize gaps and opportunities through data analysis.
- Excellent communication skills.
- Detail-oriented with a focus on performance and quality assurance.
- Results-driven with a passion for achieving targets and driving revenue.
- Adaptability to adapt changes in the digital marketing landscape.
- Certification and courses on Social Media Marketing platforms would be preferred.