

Job Title: Social Media Marketer – HR Shared Services / People Solutions

Location: [Remote / Hybrid / On-site – as per your setup]

Department: Marketing & Communications

Industry: HR Shared Services / People Solutions / Consulting

Employment Type: Full-Time / Part-Time / Freelance

Experience Level: 2–4 Years

About the Company:

We are a rapidly growing **HR Shared Services firm** delivering scalable People Solutions to organizations across sectors. As part of our branding and outreach expansion, we are looking for a **Social Media Marketer** to build digital visibility, drive engagement, and communicate our HR solutions to clients, candidates, and partners.

Role Summary:

As a **Social Media Marketer**, you will be responsible for planning, creating, scheduling, and optimizing content across social platforms. You will work closely with the HR leadership and content teams to build a strong employer brand, promote our services, and amplify campaigns that reflect our values and value proposition in the HR and People Solutions space.

Key Responsibilities:

- Develop and execute a **social media strategy** aligned with the company's HR solutions and business objectives.
 - Create and post engaging content across platforms (LinkedIn, Instagram, Facebook, Twitter, YouTube, etc.).
 - Promote services such as **talent acquisition, employee engagement, HR automation, payroll, and compliance**.
 - Monitor trends and leverage hashtags, industry news, and storytelling to increase reach and visibility.
 - Plan and run **paid campaigns on LinkedIn and Meta** (if required) to generate B2B leads.
 - Collaborate with the content team to deliver **recruitment marketing**, internal culture stories, and case studies.
 - Track KPIs (reach, engagement, follower growth, conversions) and share monthly performance reports.
 - Coordinate with graphic designers or use tools like Canva for visually compelling creatives.
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Required Skills & Qualifications:

- Bachelor's degree in Marketing, Mass Communication, Digital Media, or related field.

- 2–4 years of proven experience in **social media marketing**, preferably in **B2B, HR Tech, or HR Services** domain.
 - Deep understanding of **LinkedIn marketing** and employer branding.
 - Hands-on with tools like Ads Manager, **Hootsuite, Buffer, Meta Business Suite**.
 - Good copywriting skills and creative mindset.
 - Familiarity with **HR terminologies, recruitment life cycles, and employee engagement trends** is a plus.
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Key Traits:

- Creative storyteller with an analytical mindset
 - Passionate about HR, people culture, and digital branding
 - Self-starter, detail-oriented, and deadline-focused
 - Strong collaboration skills to work with HR, content, and design teams
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- **How to Apply:**
 - Interested candidates can share their updated resume or LinkedIn profile at hr@peoplesolutions.in or WhatsApp at (+91) 9870390651
Subject Line: *Application for Social Media Marketer*