

Social Content Executive

About the role:

Zimplistic is the maker of Rotimatic - the world's first flatbread making robot and has been called the world's most popular kitchen robot. Powered by AI, Rotimatic has been ushering in a revolution into homes around the world.

Rotimatic has also been a pioneer in d2C running business with an entire business built via www.rotimatic.com.

We are looking to build disruptive content and grow the share of organic traffic to our site while growing and engaging our passionate community of users.

We are looking for a well-rounded Social content executive to lead our organic content and social marketing efforts in our fun marketing team!

If you love memes, food and chasing targets this may be the job for you!

Responsibilities:

- Growing organic traffic and conversions to our ecommerce website via social campaigns
- Managing and growing engagement, followers and virality on the Rotimatic Owners Facebook Group and the Rotimatic Facebook Page.
- Manage social media calendar, copy and scheduling (may include twitter and Instagram)
- Liaise directly with content agencies and come up with innovative ways to create campaigns.
- Write excellent content briefs to communicate with freelancers and in-house designers and develop content.
- Designing, storyboarding, scripting, video content if required
- Generate reports such as daily social listening, social engagement reports
- Generate UGCs through campaigns.
- Manage merchandising, collateral printing and event organization.
- Work on app engagement metrics like daily active usage to increase usability across platform
- Build up a community of users using communication and information as levers on and off platform to drive transactions in the future

Job requirements:

- Passionate about Wraps, Rotis and Bread
- Excited about social media and the influencer landscape
- Social Media Savvy
- KPI oriented
- 3+ years of experience required
- Adobe Creative Cloud, Photoshop, Illustrator and After Effects is a plus.
- SEO experience is a plus
- Understanding of app engagement tactics
- Some exposure to gamification and product management a plus
- Ability to write, read and speak additional South Asian Languages, such as Hindi is a plus

If the above sounds like you, send us your portfolio and CV!