

Social Media Marketing Manager

Founded in April 2018 and headquartered in Zug, AMINA Bank is a pioneer in the financial industry providing a seamless, secure and easy-to-use bridge between digital and traditional assets. As a smart bank AMINA Bank offers a fully universal suite of regulated banking services in the emerging digital economy. In August 2019, AMINA Bank received a Swiss banking and securities dealer license – the first time a reputed, regulatory authority such as FINMA has granted a license to a financial services provider with a core capability in digital assets. The broad, vertically integrated spectrum of services combined with the highest security standards, make AMINA Bank's value proposition unique. CVVC Global Report and CB Insights names AMINA Bank as Top 50 Companies within the blockchain ecosystem.

AMINA India is a wholly owned subsidiary of AMINA Bank AG. AMINA India acts as a virtual extension of the bank supporting activities spanning digital assets research, investment solutions, trading & liquidity management, risk management, mid/back-office & IT operations and more recently technology and product.

We are bringing a new financial services paradigm to the blockchain and finance economy. In scope of our growth plans, we are looking for a **Social Media Marketing Manager**.

The Social Media Marketing Manager is responsible for developing and executing social media strategies to increase brand awareness, engage audiences, and drive traffic and conversions across all social platforms. This role involves managing day-to-day social media operations, content creation, community management, and analysing performance metrics to optimize future campaigns. The Social Media Marketing Manager will collaborate with internal teams, including content, product marketing, and PR, to ensure social media efforts align with broader marketing goals.

In this function, you will be responsible for the following:

- **Social Media Strategy & Content:** Develop and implement a social media strategy aligned with marketing goals, targeting key audiences and trends. Manage content creation and a calendar for consistent, engaging posts.
- **Community Engagement:** Actively engage with followers to build loyalty and identify opportunities for real-time interaction.
- **Paid Campaigns & Performance:** Plan and optimize paid social campaigns, tracking metrics to improve reach and conversions. Report insights regularly to leadership.
- **Cross-Team Collaboration:** Work with product, content, and PR teams to align social media with marketing efforts, supporting key launches and events.
- **Partnerships:** Build partnerships to expand reach and brand alignment, ensuring impactful results.

For you to become part of AMINA's journey, we require the following set of experience:

- 5-8 years of experience in social media marketing, with a proven track record of managing multiple social media platforms and executing successful campaigns.
- Strong experience in creating engaging and visually appealing social media content, including writing, design, and multimedia production.
- In-depth knowledge of running and optimizing paid social media campaigns across platforms like Facebook, Instagram, LinkedIn, and Twitter.
- Proven experience in managing online communities, responding to customer inquiries, and fostering positive brand interactions.
- Proficiency in social media analytics tools (e.g., Social Platforms, HubSpot, Post Hog and others) to track, measure, and optimize performance.
- Strong organizational and time-management skills to manage multiple campaigns and content schedules simultaneously.

- Experience working with cross-functional teams (marketing, creative, customer service) to ensure social media efforts are aligned with broader campaigns.
- Experience in identifying and managing partner relationships, ensuring alignment with brand values and campaign objectives.

Join our skilled team and together redefine finance.

We owe our exponential growth to our innovative and collaborate team spirit and talented workforce. Every voice counts as we are always committed to learning from diverse perspectives and backgrounds because our people make the difference at AMINA Bank. **Regardless of your age, gender, belief, and background, at AMINA EVERYONE (E) is welcome!**

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Additional information

Location	Mumbai
Position type	Full-time employee
Start of work	Nov 7, 2024

Responsible

Ajay Joshi