

# **Position: Content Creator & Social Media Marketing Specialist**

## **Location:**

Bangalore, India

## **Company:**

CyberWarFare Labs

## **Company Description**

CyberWarFare Labs (CWL) is UK based Ed-tech leader in cybersecurity with operations located in Bengaluru. We provide cutting-edge cybersecurity Education and immersive training services, enabling organisations to enhance their cyber capabilities. Our client-focused approach ensures tailored solutions in this ever-evolving field. We prioritise proactive defence with innovative solutions, backed by on-demand educational services.

## **Role Description**

This is a full-time on-site role for a Social Media Marketing Specialist. The Social Media Marketing Specialist will be responsible for creating and executing social media marketing strategies, social media content creation, and digital marketing. The candidate should possess strong communication skills to aid in creating content that effectively portrays the company's culture and interests. The Social Media Marketing Specialist will be responsible for engaging with the target audience and building relationships with them through online platforms.

## **Qualifications**

- Experience requirement: 1-3 Years.
- Versatile ( able to work on distinct niche), Able to work on distinct type of content.
- Managing the content delivery.
- Able to write Plagiarism free and AI free content.
- Able to write SEO driven articles.
- Develop creative and engaging social media strategies and content distribution plans.
- Day-to-day handling of social media channels.
- Look after audience research.
- Manage and facilitate social media communities by responding to posts and developing discussions.
- Monitor closely to keep track and analyse thoroughly the report of performance on social media platforms using various analytics tools.
- Research and evaluate the latest techniques to evolve continuously with the ways of measuring social media activity.
- Keeping an eye on competitors' activities.
- Recommend the latest adaptations for improvements and increasing performance.

## **Key Responsibilities:**

- Develop and execute social media marketing strategies.
- Create visually appealing and compelling content.
- Manage and grow social media channels.
- Monitor social media trends and analytics.
- Collaborate with cross-functional teams for campaign execution.

## **How to Apply:**

- Interested candidates are invited to submit their resume and a cover letter detailing their qualifications and relevant experience to **career@cyberwarfare.live**. Please include "Social Media Marketing Specialist Application" in the email subject line.
- CyberWarFare Labs is an equal opportunity employer. We encourage applications from candidates of all backgrounds and experiences to join our diverse and talented team in the fight against cyber threats.

## **Reference No.**

- SMMS-1