

Job Description:

Position: Social Media & Website Team

Location: Andheri, East.

Employment Type: Full-Time

Reporting To: Management

Job Summary

Dynovo Global Solution Pvt. Ltd. is looking for a creative and enthusiastic Social Media & Website Trainee to support the company's digital presence. The trainee will be responsible for creating social media content, designing festival and promotional posts, managing social media platforms, and updating company website content. This role offers an excellent opportunity to gain hands-on experience in digital marketing, branding, and website management.

Key Responsibilities

Social Media Management

- Create and publish engaging posts for festivals, national events, company activities, products, and industry updates.
- Manage company profiles on LinkedIn, Facebook, Instagram, and other social media platforms.
- Schedule and monitor social media posts.
- Increase brand awareness and audience engagement.
- Track social media performance and prepare basic reports.

Content Creation

- Design creative graphics, banners, and promotional content using Canva or similar tools.
- Write captions, post descriptions, and marketing content.
- Assist in developing monthly social media content calendars.
- Ensure all content aligns with company branding and guidelines.

Website Management

- Update website content, images, product information, and company details.
- Add or modify pages as required.
- Ensure website information remains accurate and up to date.
- Coordinate with external website developers for technical changes when necessary.
- Monitor website functionality and report issues.

Branding & Marketing Support

- Assist in developing marketing materials such as brochures, flyers, presentations, and company profiles.
- Support digital marketing activities and online campaigns.
- Maintain consistency of brand identity across all digital platforms.

Required Skills

- Basic knowledge of Social Media Marketing.
- Knowledge of Canva, Photoshop, or other design tools.
- Basic content writing and communication skills.
- Familiarity with website management platforms (WordPress preferred).
- Basic understanding of SEO and digital marketing.
- Computer proficiency in MS Office applications.
- Creative mindset and attention to detail.

Educational Qualification

- Graduate or pursuing graduation in Marketing, Mass Communication, Digital Marketing, Business Administration, IT, or related fields.
- Digital Marketing certification will be an added advantage.

Preferred Qualities

- Creative and proactive approach.
- Strong communication skills.
- Willingness to learn and adapt.
- Ability to meet deadlines.
- Good organizational and multitasking abilities.

Benefits

- Hands-on experience in digital marketing and branding.
- Exposure to website management and content creation.
- Training and career growth opportunities.
- Opportunity to work on real-time company projects.

Company: Dynovo Global Solution Pvt. Ltd.