

DIGITAL & SOCIAL MARKETING LEAD | FOR A NEW AGE REAL ESTATE CONSUMER BRAND LOOKING TO DISRUPT THE INDUSTRY

OUR BUSINESS:

Founded five years ago, on the sole thesis that real estate needed to be done differently in India, Tribeca is a contemporary and vibrant real estate brand that brought the Trump Organization to India and pioneered the concept of branded residences.

We have 5 projects and over 5 million square feet of projects under development with a gross sale value of over INR 6,500 cr. We also have a INR 500 Cr. housing platform tie-up with HDFC for the development of mid income projects, which puts us right in the league of the most trusted and valuable developer brands of our time.

With a bunch of incredibly talented, hungry, bright and passionate folks on the team: IIT, IIM, Wharton and SPA toppers, industry stalwarts, we are looking to leave a dent in the real estate segment and making the world a better place to live in.

LOOKING FOR:

- A hands on social media expert with a creative and analytical approach to business. Someone who will develop, track and optimize our social & digital strategies across all channels
- Someone who is in tune with the latest developments and innovations in social media and can implement best practices
- A campaign oriented mindset, someone who can design and execute social media campaigns right from conceptualization, copyrighting, securing alliances to delivery
- Should also have an expertise in the area of digital marketing strategies, campaign conceptualization, analytics and performance monitoring, website management, SEO best practices, PPC, email marketing
- He/she will be the digital lead and be responsible for planning, implementation and agency co-ordination. Budget management and management reporting is key

WHO YOU ARE:

If you live and breathe the digital language, we want to talk to you. Attention to detail and willingness to learn/evolve should be in your DNA.

- Graduate/Post-graduate from a reputed institute
- A prior experience of 5-8 years in the social media industry. Is familiar with Facebook and Google ads
- You have great communication skills both written & verbal: you have a clear and precise way of communicating
- You can read an analytics dashboard or a spreadsheet and are willing and able to make decisions based on data and not just hunches
- You have had past success in implementing and executing social media strategies and campaigns and can validate that with case studies
- You have the ability to work in a start-up environment, closely coordinating with the brand lead

WHAT YOU WILL DO:

As part of the **social media management** you will be responsible for:

- Designing, building and maintaining Tribeca corporate & Tribeca projects' social media presence
- Developing the content-distribution strategy across platforms which includes but not limited to: reaching out to potential online partners, executing a best-in-class social media strategy (including the development of new social media accounts as appropriate) & staying up to date with the latest trends in social media
- Ideating on content pieces to maximize impact across all relevant platforms; creation/co-creation of content thereof in all mediums – written, visual imagery based, videos and infographics etc.
- Monitoring of site and social media metrics, with a thorough understanding of the daily ups and downs of content distribution.

As part of the **digital marketing management** you will be responsible for

- Planning and executing all web, SEO/SEM, marketing database, email, social media and display advertising campaigns for Tribeca and Tribeca projects
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with agencies and other vendor partners on day to day workings
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

WHAT YOU GET:

A chance to lead the digital front of an international lifestyle brand and to work with a company that will fundamentally disrupt one of the largest industry segments in the country and the world. You will get a competitive base compensation, that's amongst the best in the profession.