KeeMakr.ai

OPEN ROLE · KEEMAKR AI

# Social Media Manager

**Mumbai / Bangalore (Hybrid)** **2+ yrs experience**

## SUMMARY

Run real social campaigns for beta partners across healthcare, education, and media while stress-testing an AI-powered marketing platform.

## ABOUT THE ROLE

Join a team building an AI-powered marketing platform where your role is to run real campaigns and expose what AI can and can't do for social. You'll own social strategy across healthcare, education, and media verticals, creating platform-specific playbooks and managing everything from content calendars to paid campaigns. This isn't about vanity metrics. You'll report on business impact like lead quality and enrollment pipeline while helping shape the future of AI-assisted social media.

## WHAT YOU'LL NEED

- 2+ years managing social media for brands or agencies with measurable results beyond follower count
- Platform-native fluency across LinkedIn, Instagram, YouTube, and X with understanding of algorithmic and cultural differences
- Strong copywriting and visual storytelling across formats (LinkedIn thought leadership, Instagram Reels, etc.)
- Experience with social management tools (Sprout Social, Hootsuite) and analytics (native insights, UTM tracking, GA4)
- Willingness to learn healthcare and education content compliance for social publishing
- Comfort with short-form video creation or creative direction

## NICE TO HAVE

- Experience with B2B social strategy, especially LinkedIn for healthcare or enterprise education
- Background managing social for regulated industries (healthcare, finance, government)
- Hands-on experience with AI content tools (ChatGPT, Midjourney, Runway) and honest assessment of their limitations
- Built a brand's social presence from near-zero to meaningful scale

## THE STACK

**Meta Business Suite · LinkedIn · Sprout Social · Hootsuite · GA4 · ChatGPT · Midjourney · Runway**

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**Apply or refer someone:**
https://hr-kee.vercel.app/apply?role=social-media-manager

Questions? a@keemakr.ai

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