

SOCIAL MEDIA & COMMUNICATIONS MANAGER

Location: Bangalore



YOUR 1-STOP SPORTS PLATFORM

www.playo.co



Playo is a 1-stop platform for sports that connects sports enthusiasts, facilities, academies, organizers and brands. Launched by IIM and CISCO alumni in May 2015, we are mobile-first with Android, iOS and Windows apps, **8 lakhs+ users** and **14 million+ monthly page views**. We are maniacal about our product and user experience which is reflective of the 4.5+ rating that we have on the App Stores coupled with insanely high repeat usage. Live in India and the UAE, our aim is to build a first of its kind sports connect platform for the world...proudly and humbly - Made in India.

Roles and Responsibilities:

You will be solely responsible for driving user engagement on social media channels for Playo in India, UAE and other countries. Specifically, the role will require you to cover the following:

- Social Media Engagement
 - Design and implement social media strategy to align with business goals.
 - Perform research on current trends and audience preferences.
 - Engage with potential and existing users to build category awareness on various groups and forums across social media platforms.
 - Promote Playo's value-proposition and brand among social media channels specifically targeting relevant communities and groups.
 - Run various engagement programs on social media platforms, including contests and polls, to enhance brand visibility and reach.
- Content Marketing
 - Ensure distribution of blogs and content on relevant social media channels and online groups to ensure higher viewership and readership
 - Drive engagement through shares, likes and comments on social media posts
- Communication Marketing
 - Create and distribute weekly newsletters to Playo's subscribed audience
 - Track and analyze response rates for newsletters to continuously recalibrate campaign effectiveness
 - Plan and Execute SMS Campaigns as recall campaigns

Requirements:

- 1-2 years prior experience in social media and content marketing, preferably for consumer internet businesses
- An avid sports buff – **critical**, to ensure that social media engagement in the sector comes naturally to you
- Most importantly, you are a great team player with a hustling mentality and a must-do attitude. Sorry, we can't afford corporatized freeloaders just yet!

Remuneration & Perks:

Commensurate with experience and work requirements with an opportunity to partake in the company's stock option pool. Free insurance, lunches, the occasional beers and of course loads of TT, Foosball, Football, Badminton, Carrom, Basketball and Cricket.

Next Steps:

Believe you have what it takes to join us on the playfield? Then, drop us a line on careers@playo.co along with your resume and cover letter. Please do highlight your motivation for this role as well

as your qualifications/skills to convince us that you're the best person to take the field for this position.