



Job Title: Lead - Social Media & Digital Media Management

Department: Marketing & Communications

Location: Ahmedabad

Experience: 3–5 years

Reports To: CMO

About ABC Talkies

ABC Talkies is India's first digital cinema marketplace, enabling independent filmmakers to showcase and monetize their work directly. We're on a mission to disrupt the OTT and indie film ecosystem.

Duties and Responsibilities:

1. Social Media Strategy & Execution

- Develop and execute a dynamic social media strategy across platforms (Instagram, YouTube, X, Facebook, LinkedIn, Threads).
- Plan monthly content calendars aligned with platform launches, campaigns, and filmmaker spotlights.
- Curate, post, and monitor daily content including trailers, creator stories, UGC, and engagement-driven posts.
- Manage the SMM Agency and ensure the brand saliency and performance metrics.

2. Digital Brand Presence & Engagement

- Build ABC Talkies' digital persona as a voice for independent cinema and creative storytelling.
- Engage with followers, respond to comments/messages, and build an active online community.



- Collaborate with content creators and influencers to amplify visibility and follower growth.

3. Paid Media & Performance Marketing

- Plan and manage paid campaigns (Google Ads, Meta Ads, YouTube TrueView) to drive app downloads, views, and traffic.
- Optimize ad creatives, targeting, and spends for maximum ROI.
- Work with analytics teams to report on campaign performance and user acquisition metrics.

4. Content Creation & Collaboration

- Work with graphic designers, video editors, and content writers to create compelling digital assets.
- Conceptualize and produce reels, motion graphics, memes, and behind-the-scenes content that resonates with indie film lovers.
- Coordinate with filmmakers and partners for collaborative social campaigns.

5. Analytics & Optimization

- Monitor key metrics like reach, engagement rate, follower growth, CTR, CPC, and conversion.
- Use insights to refine content strategies, posting times, and campaign effectiveness.
- Track competitor platforms and digital film trends to stay ahead.

Skills and Qualifications:

- 3–5 years of hands-on experience in social media & digital marketing (preferably in entertainment, OTT, or media brands).



- Expertise in tools like Meta Business Suite, Google Ads, Canva, Buffer/Hootsuite, Creator Studio, etc.
- Strong understanding of content marketing, influencer collaboration, and platform algorithms.
- Passion for storytelling, indie cinema, and creative experimentation.

Where to Apply:

Please send the CV to careers@abctalkies.com.