

Role : Social Media Engagement & Outreach Executive.
Skill : Core Social Media Skills, Content Creation & Design, Brand & Executive Handle Management, Analytics & Trend Tracking, Email Outreach & Marketing
Level : Fresher & Experience
Location : Pune
Work Details : Work from Office
Minimum Experience : 0 - 3 years

About Us: PibyThree is a Global Cloud Consulting & Services company founded by seasoned IT professionals with a passion for driving digital transformation. We specialize in Cloud Transformation, Cloud FinOps, IT Automation, Application Modernization, and Data & Analytics. At PibyThree, our mission is simple: empower businesses to succeed by harnessing the power of technology for automation, innovation, and measurable productivity gains.

Job Summary: We are seeking a dynamic, creative, and growth-oriented Social Media Engagement & Outreach Executive who has a passion for digital engagement and personal branding. The ideal candidate should be a content creator with 10K+ personal social media followers and hands-on experience in engagement-driven social media strategy across platforms like LinkedIn, Instagram, Facebook, Twitter (X) and YouTube. This person will manage both company brand pages and executive-level personal handles (such as CEO , CIO & CTO), engage with audiences, build connections, and support outreach campaigns to grow meaningful followers and community presence.

Key Responsibilities:

- ◆ Company Brand Engagement (PibyThree / GenAI-in-a-Box):
 - Strategically engage with industry-relevant content and people to grow brand presence on LinkedIn, Instagram, Twitter, and Facebook.
 - Send targeted connection/follow invites from the company page.
 - Comment, like, and interact with posts from target clients, influencers, and industry leaders.
 - Run regular update campaigns (new blogs, webinars, product updates, hiring, etc.).
- ◆ Senior Leadership Personal Handle Support:
 - Manage and grow personal social media handles of CEO, CTO, or other senior executives.
 - Draft engaging posts on their behalf using AI tools like ChatGPT.
 - Maintain tone, voice, and strategic alignment with personal branding goals.
 - Handle personal DMs, story replies, and tagging strategy to drive visibility.

◆ Content & Design:

- Create engaging visual and video content using Canva and mobile photography/videography tools.
- Ideate and execute content formats like reels, carousels, LinkedIn documents, and Twitter threads.

◆ Email Outreach & Updates:

- Build and manage outreach email lists (e.g., for new followers, webinar attendees).
- Draft and send weekly or bi-weekly updates using tools like Mailchimp or similar.
- Coordinate with the marketing team for drip email campaigns.

◆ Market Trends Monitoring:

- Use tools like Google Trends, LinkedIn Analytics, Instagram Insights, and Twitter Analytics to track performance.
- Suggest trending content themes and growth hacks.

Platform Expertise Required: • LinkedIn • Instagram • Facebook • Twitter (X) • YouTube (optional but a plus)

Required Qualifications & Skills:

- Minimum 10K+ personal followers across any combination of LinkedIn/Instagram/Twitter.
- Freshers or up to 2 years of experience welcome.
- Strong copywriting and commenting skills (English proficiency).
- Familiarity with Canva, ChatGPT, Google Trends, and Meta Business Suite.
- Hands-on with mobile photography and basic video editing.
- Excellent time management and consistency.
- Ability to act as a personal brand manager for executives.

Good to Have:

- Experience in B2B or tech/startup sector
- Knowledge of email marketing tools
- Experience with community building or influencer engagement

Working Hours:

- Flexible working hours with accountability-based deliverables
- Availability for real-time engagement/commenting during peak hours / US time and IST