



Social Media Executive

About us

AUM Capital Market Private Limited is a financial firm specializing in capital markets and wealth solutions. We are focused on building a trusted, knowledge-driven brand presence across digital platforms to generate high-quality investor leads and strengths our market positioning.

For details: www.aumcap.com

Job Summary

We are looking for a result driven Social Media Executive who understands B2B financial marketing. The ideal candidate should be able to create strategic content, manage LinkedIn growth, generate qualified leads, and track performance metrics.

This is not a design only role- we are looking for someone who understands finance, credibility marketing, and measurable growth.

Key Responsibilities

1. Strategy & Planning

- Develop monthly content calendars aligned with business goals.
- Plan LinkedIn growth strategy for company page & leadership profiles
- Identify trends in Capital Markets to create timely content.

2. Content Creation

- Write educational, authority- building posts
- Simplify complex financial concepts for retail & HNI audiences
- Create reels, carousels, and market updates

3. Lead Generation

- Run LinkedIn and Instagram lead campaigns
- Create lead magnets (market insights, reports, webinars)
- Track and optimize cost per head

4. Analytics & Reporting

- Monitor engagement, reach, conversion metrics
- Present monthly performance reports
- Suggest improvement strategies

5. Compliance Awareness

- Ensure all posts follow financial advertising guidelines

- Coordinate with internal compliance if required

Key Requirements

- Strong LinkedIn and Instagram marketing knowledge
- Understanding of Capital Markets/ Mutual Funds/ Equity basics
- Copywriting skills (educational + Persuasive tone)
- Canva or basic design knowledge
- Experience with Meta and LinkedIn Ads
- Basic understanding of SEO & landing pages

Preferred

- Experience in financial services industry
- Knowledge of SEBI advertising norms
- Experience handling B2B accounts

KPI

- Consistent LinkedIn and Instagram growth
- Increase in engagement rate
- Qualified lead generation
- Improve brand authority positioning

REPORTING TO

Head- Social Media