



Communications Manager, New Delhi

Position Overview

We are looking for bright, intelligent & upbeat individuals who would love the excitement of a young and energetic workplace. We require a Communications Manager with 2 – 4 years of experience in social media marketing, blog writing and/or brand promotion. The person would be in-charge of all communication for Studio Mosaic, including our social media platforms, website, blogs, advertisements, award entries etc. The ideal candidate should be a digital-savvy, design-oriented wordsmith who lives & breathes copy & design.

About Studio Mosaic

Studio Mosaic is an award-winning, growth-oriented mobile app marketing agency that helps appreneurs & enterprises launch and promote their mobile apps worldwide. We specialize in user acquisition and revenue generation for app-based businesses and have worked with over 300 clients on over 600 app projects till date.

Having consistently been recognized as one of the best app marketing agencies in the world, by Clutch.co, BusinessofApps and others, Studio Mosaic has become the preferred partner for mobile app businesses that want to achieve growth through an ethical and data-driven approach.

Some of our clients include - Sony, Yatra, 3M, HCL along with many other international apps. Know more about us at www.studiomosaicapps.com

Key Responsibilities

- Create an overall brand positioning strategy for the organisation in conjunction with the senior management
- Plan, edit and create all brand related content to align with the brand position
- Take lead in revamping the design and content on the company website and maintain and update the same regularly
- Manage the organisation's social media presence. The incumbent will be responsible for designing a comprehensive social media strategy for all our handles and creating relevant and engaging content regularly
- Set up and maintain the complete online presence for the organisation
- Work with the sales team to update, design and create content for all sales collaterals including sales decks, case studies and presentations.
- Collaborate with the HR team to design and create all internal company communication including emailers, posters, employee handbook etc.
- Create original content including articles and blog posts on industry specific topics to establish the organisation as an industry thought leader
- Assist the marketing team with various SEO & SEM initiatives including ad and landing page design
- Additionally, identify and amplify opportunities for positive public response.



Required Skills & Competencies

- At least 2 years of prior experience working in a similar role
- Bachelor's degree in English
- Excellent command over written and spoken English is a must
- A keen sense of design, creativity and a flair for writing is essential
- Knowledge and understanding of communications practices, tools and techniques on social media is desirable

Personality Skills you should possess

- Ability to manage and prioritize multiple projects is important. The incumbent should be able to multi-task and deliver under pressure
- The incumbent should be detail oriented and organized
- Proactivity and ability to meet deadlines is a must
- High level of ownership and a go-getter attitude. At Studio Mosaic, we encourage you to be an independent thinker and self-starter. We are looking for someone who is intrinsically motivated
- The incumbent will be a part of a team that prides itself on working with each other instead of vs each other. We are looking to hire someone who is a team player and will add to the camaraderie and fun

Why join Studio Mosaic?

- A fun, intelligent, empowered and trustworthy team to work with
- Opportunity to gain immense learning on how to market and grow mobile app businesses from some of the best in the world
- An accomplished and empathetic founding team to guide you
- Opportunity to discuss strategy with global clients who are business owners and entrepreneurs

Interested candidates can apply directly from the website or send in their resumes to jobs@studiomosaicapps.com