https://invoay.com/job/social-media-manager/

Social Media Manager

Hiring organization
Invoay Software

Employment Type
Full-time

Industry
SaaS – Billing, POS, and CRM Software

Job Location
E 14, 2nd Floor Sector 3, 201301, Noida, Uttar Pradesh, India

Date posted
12 November 2026

Description

We are looking for a creative and results-driven **Social Media Manager** to join our marketing team. The ideal candidate will be responsible for developing and implementing effective social media strategies to enhance our online presence, engage with our audience, and promote our software solutions.

As the Social Media Manager, you will manage all social media channels, create compelling content, and analyze performance metrics to drive engagement and brand awareness. You will collaborate closely with cross-functional teams to ensure that our messaging aligns with our business goals.

?? About Us:

Invoay Software is a leading provider of innovative **Billing, POS (Point of Sale), and CRM (Customer Relationship Management)** software solutions. Our mission is to empower businesses in the retail, salon, spa and wellness sectors with cutting-edge technology that streamlines operations and enhances customer engagement.

Responsibilities

- **?? Strategy Development:** Create and execute a comprehensive social media strategy to enhance brand visibility and engagement across platforms (Facebook, LinkedIn, Instagram, etc.).
- **?? Content Creation:** Develop engaging, high-quality content that resonates with our target audience, including graphics, videos, and written posts.
- **?? Analytics & Reporting:** Monitor, analyze, and report on social media performance metrics; use insights to refine strategies and improve engagement.
- **?? Community Management:** Engage with followers, respond to comments and messages, and manage online conversations to build a strong community around our brand.
- **?? Collaboration:** Work closely with the marketing and sales teams to align social media campaigns with overall business objectives and product launches.
- **?? Trend Monitoring:** Stay up-to-date with social media trends, tools, and best practices to maintain a competitive edge.

Qualifications

- **?? Education:** Bachelor's degree in Marketing, Communications, Business, or a related field.
- **?? Experience:** 2+ years of experience in social media management or digital marketing, preferably in the SaaS or technology sector.
- **?? Skills:**
  - Strong writing, editing, and communication skills.
  - Proficiency in social media management tools (e.g., Hootsuite,

Buffer) and analytics platforms.
    - Creative mindset with the ability to think outside the box.
    - Knowledge of SEO and content marketing principles.
    - Ability to work independently and manage multiple projects simultaneously.

Job Benefits

- **Competitive Salary:** Attractive base salary with performance-based bonuses.
- **Career Growth:** Opportunities for professional development and career advancement.
- **Training & Development:** Ongoing training and support in the latest social media strategies and tools.
- **Health & Wellness:** Comprehensive health insurance and wellness programs.
- **Work Environment:** A collaborative and innovative team culture that values creativity and new ideas.

Contacts

Location: This position is based in our Noida office.

Why Join Invoay Software?

Join a dynamic team that is passionate about transforming the retail and service industries through innovative software solutions. As a Social Media Manager at Invoay, you will have the opportunity to make a significant impact on our brand presence and contribute to our growth story.