

# Letter of Intent



Dear ,Irum Nazneen

We are thrilled to extend this offer to you for the position of Social Media Marketing Manager at Tani Events and Entertainment.

Position: Social Media Marketing Executive

Start Date: 15<sup>th</sup> April 2024

Probationary Period: You will be subject to a probationary period of six months from your start date. During this time, your performance and suitability for the role will be assessed. At the end of the probationary period, your performance will be reviewed, and if satisfactory, you will be confirmed as a permanent employee.

Job Responsibilities:

- Develop and execute social media marketing strategies to increase brand awareness, engagement, and conversion.
- Create and curate compelling content for various social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and you-tube
- Monitor social media trends, tools, and applications, and recommend strategies to keep our social media presence fresh and competitive.
- Manage social media advertising campaigns, including budget allocation, targeting, optimization, and performance analysis.
- Collaborate with cross-functional teams, including marketing, design, and sales, to align social media efforts with overall business objectives.
- Track and analyse key performance indicators (KPIs) to measure the success of social media initiatives and make data-driven decisions.
- Stay up-to-date with industry best practices and emerging trends in social media marketing.
- Data management for the assigned and executed task and to be presented as an when required.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- years of experience in social media marketing or digital marketing.
- Proven track record of developing and implementing successful social media campaigns.
- Strong understanding of social media analytics and tracking tools.
- Excellent written and verbal communication skills.
- Ability to multitask and prioritize in a fast-paced environment.
- Creative thinker with a keen eye for detail.

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We believe that your skills and experience will make a significant contribution to our marketing efforts, and we are excited to welcome you to our team. Please review the enclosed documents, including the detailed job description and salary package. If you accept this offer, please sign and return the enclosed copy of this letter by 14<sup>th</sup> of April 2024.

\*Please note: A mandate Non- disclosure agreement for data security and safety to be signed as per company policy.

If you have any questions or need further clarification, please don't hesitate to contact us. We look forward to the opportunity to work together and achieve great success.

Sincerely,

Shital Sikarwar



Founder

Tani Events and Entertainment

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TANI  
EVENTS AND ENTERTAINMENT