WORK VAPOR

Job Link: https://workvapor.in/jobs/growth-social-media-lead/

GROWTH & SOCIAL MEDIA LEAD

BASE SALARY

INR 30000 - INR 40000

DESCRIPTION

Job Role: Growth & Social Media Lead

Company: Protein Balance
Location: Remote (Bengaluru Candidates Preferred)
Salary: ?30,000–?40,000 per month
Job Type: Full-Time
Probation: 3 Months
Future Work Mode: Office-Based in Bengaluru
Industry: Food, Nutrition & D2C

Contact Details

Email: careers@proteinbalance.in
Subject: Growth Lead – Your Name

About the Job

Protein Balance is a clean-label protein brand based in Bengaluru. The company is looking for a Growth & Social Media Lead to manage its online growth.

The role includes social media strategy, paid advertising, content planning, and audience growth. Candidates will work directly with the founders.

Key Responsibilities

- Manage Instagram, Facebook, YouTube, and other platforms.
- Plan and run Meta and Google ad campaigns.
- Create content calendars and campaign strategies.
- Guide video editors on Reels, graphics, and thumbnails.
- Improve audience reach, engagement, and sales.

HIRING ORGANIZATION

Protein Balance

EMPLOYMENT TYPE

Full-time

JOB LOCATION

? Remote work from: India

- Research trends and plan creator collaborations.
- Track campaign performance and prepare reports.
- Manage comments, messages, and community engagement.
- Ensure marketing claims are accurate and properly supported.

Requirements

- Proven results in growing social media accounts or brands.
- Hands-on experience with Meta and Google Ads.
- Good knowledge of Instagram and YouTube trends.
- Strong content writing and creative skills.
- Ability to understand analytics and improve campaigns.
- Good understanding of audience engagement.
- Degree or formal certification is not required.
- Candidates must share their previous growth results.

Preferred Skills

- Experience in D2C, food, nutrition, or health content.
- Knowledge of ASCI and FSSAI guidelines.
- Basic video editing or scripting skills.
- Experience with influencer and creator partnerships.

Salary & Benefits

- Monthly salary of ?30,000–?40,000.
- Full-time position.
- 3-month probation period.
- Direct collaboration with company founders.
- Remote work initially.
- Future office-based work in Bengaluru. Candidates should be based there or willing to relocate.

How to Apply

Send your resume by email with the subject **“Growth Lead – Your Name”**.

Include the following:

- Resume.
- Links to accounts or campaigns you have grown.
- Actual growth results and performance numbers.
- One marketing idea for Protein Balance’s first 30 days.

Email: careers@proteinbalance.in