

WORK VAPOR

Job Link: <https://workvapor.in/jobs/social-media-executive-content-and-branding/>

HIRING ORGANIZATION

PrepMed

EMPLOYMENT TYPE

Full-time

DATE POSTED

? October 5, 2026

JOB LOCATION

Hazra More, India

SOCIAL MEDIA EXECUTIVE – CONTENT AND BRANDING

BASE SALARY

INR 15000 - INR 22000

DESCRIPTION

Job Role: Social Media Manager

Company: PrepMed

Position: Social Media Executive

Location: Hazra More, Near Jatin Das Park Metro Gate No. 3, Kolkata

Job Type: Full-Time | Work From Office

Salary: ₹15,000 – ₹22,000 per month

Experience: Minimum 2 Years

Working Hours: 11:00 AM – 8:00 PM

Weekly Off: Tuesday

HR Email: hrm@prepmed.in

PrepMed is hiring a **Social Media Executive** for its Kolkata office. Candidates should have at least **2 years of experience in social media handling and posting**.

The role includes content publishing, audience interaction and social media performance analysis. Candidates should have good communication skills and a strong understanding of social media trends.

Key Responsibilities

- Publish posts on the company's social media pages.
- Post content on **YouTube**.
- Write engaging **captions** based on the brand voice.
- Reply to comments and interact with the audience professionally.
- Analyse content performance and share useful insights with the team.
- Follow current **social media trends**.

- Suggest content ideas based on current trends.
- Plan content ideas for the **personal branding** of brand representatives.
- Suggest types of content that should be created regularly.

Eligibility and Requirements

- **Minimum 2 years of experience** in social media handling and posting.
- Good **English writing skills**.
- Good understanding of social media platforms and trends.
- Creative mindset with basic analytics knowledge.
- Good communication and content sense.
- Basic video recording skills using a mobile or camera will be an added advantage.
- Basic photography skills will be an added advantage.
- Good team communication skills.
- Passion for building brands through social media.

How to Apply

Send your resume to **hrm@prepmmed.in**.