

# Executive- BRM

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**Company Brief:**

Founded in October 2008, Gozoop is an independent marketing company offering a wide range of strategic solutions for brands and businesses. With a platform agnostic approach and effective blend of creative and technology services, Gozoop specializes in crafting integrated solutions designed to help brands and businesses win in the new world.

A team of over 300 marketers, Gozoop has partnered with brands such as Dell, Asian Paints, Taj Hotels, Kolkata Knight Riders, Mumbai Indians, Star Bharat, Pizza Express, Club Mahindra, Viacom18, Mad Over Donuts, Tim Hortons, Air India, IIFA, ITC and many more to create award-winning and noteworthy campaigns.

Built on strong foundation of values and culture, Gozoop ranked 7th among the Top 50 India's Great Mid-Size Workplaces 2017. Gozoop was also featured on The Great Places to Work India in 2015, 2017, 2018, 2019 & 2020.

**Company Website:** <http://gozoop.com/>

**Job Location:** Mumbai

**About the role:**

We are looking for a self-motivated and result oriented creative professional to join us as an Executive - Brand Reputation Management

**Responsibilities:** *(Including, not restricted to)*

- Responsible for reviewing customer feedback across all relevant social media platforms and websites for multiple locations and entities including management of posted reviews/complaints and ensuring all reviews are responded to in a timely manner.
- Build and maintain a strategy for monitoring and managing feedback on all social media channels, online directory, review sites, and search engine business sites.
- Build and maintain a strategy for encouraging reviews at appropriate touch points utilizing approved communications, to enabled devices, and community engagement.
- Monitor and respond to social reviews and engagement.
- Maintain listings on search engines, online directories, and ratings/review sites.
- Facilitate online company and physician reviews and endorsements.
- Coordinate internal and external provider and quality ratings for public dissemination in an easily consumed and understood manner.
- Track, analyze, and report online reputation results.
- Identify and provide insight for trends, questions, opportunities, and escalate issues to appropriate teams.
- Identify opportunities to optimize online reputation management on various review sites
- Manage and solicit reviews.  
Prepare clear, concise and professionally written public responses to customer feedback left on social media and review websites.
- Monitoring and adjusting to industry trends, changes within the social media landscape, reviewing and reporting on effectiveness of social media tactics and campaigns with social listening tools.
- Generate and meet timelines for agreed reports

**Ideal Candidate Profile:**

- Strong internal co-ordination, iron clad integrity
- Entrepreneurial, and possess a proactive approach with a strong bias for action
- A deep desire and commitment to create truly outstanding output at all times
- Should be a visionary

**Employment Details**

- Full-Time Opportunity
- Package offered - ₹ 3 L per annum (Subject to feedback post-interview)
- Company Policies are subject to change as per management discretion.
- Candidate will be eligible for an appraisal in April 2025 basis individual as well as the company's performance