



# FutureReady Media Social Media Account Manager Interview Guide

2022-23



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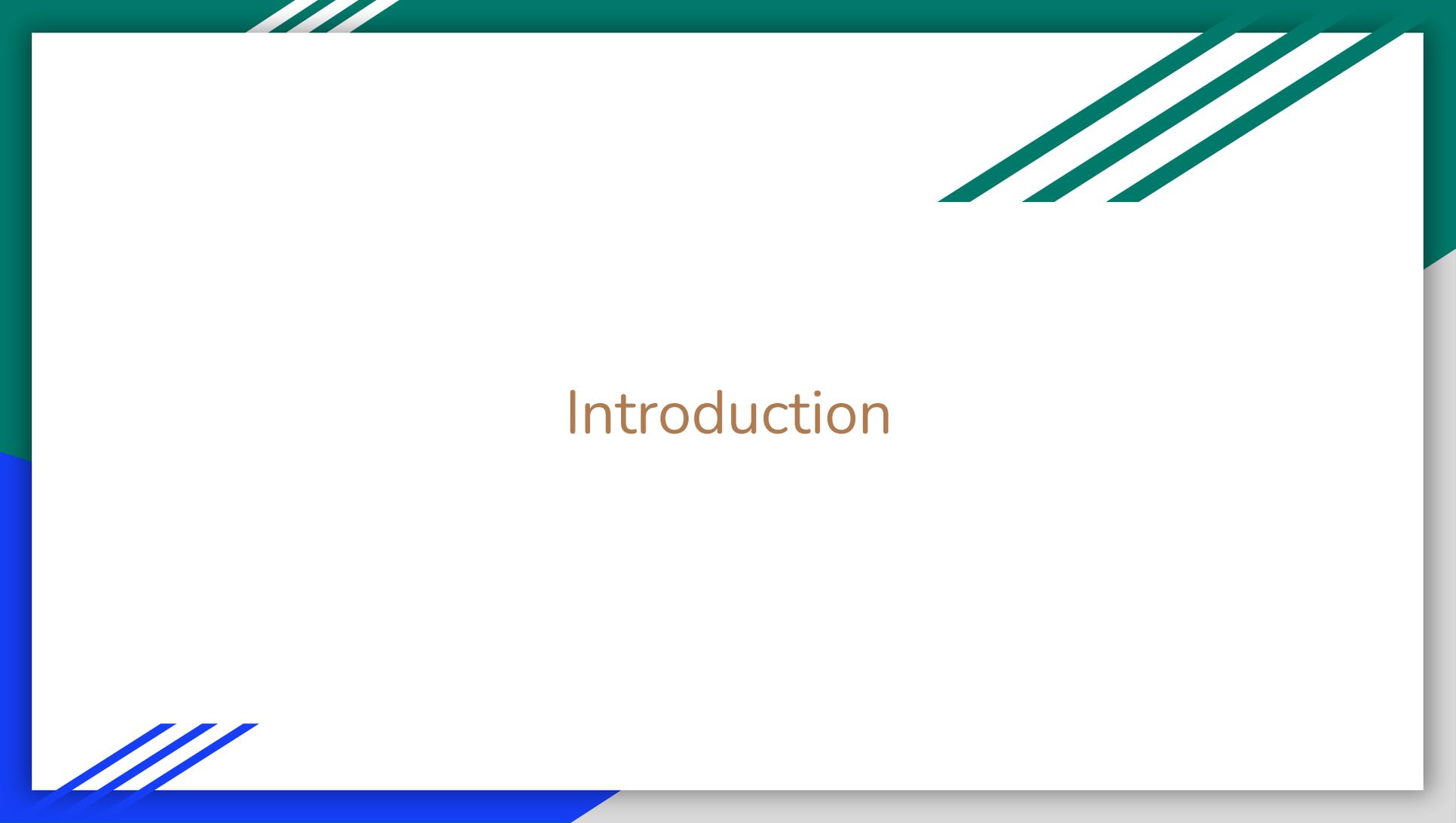
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# Introduction

# Introduction to Futuready Media

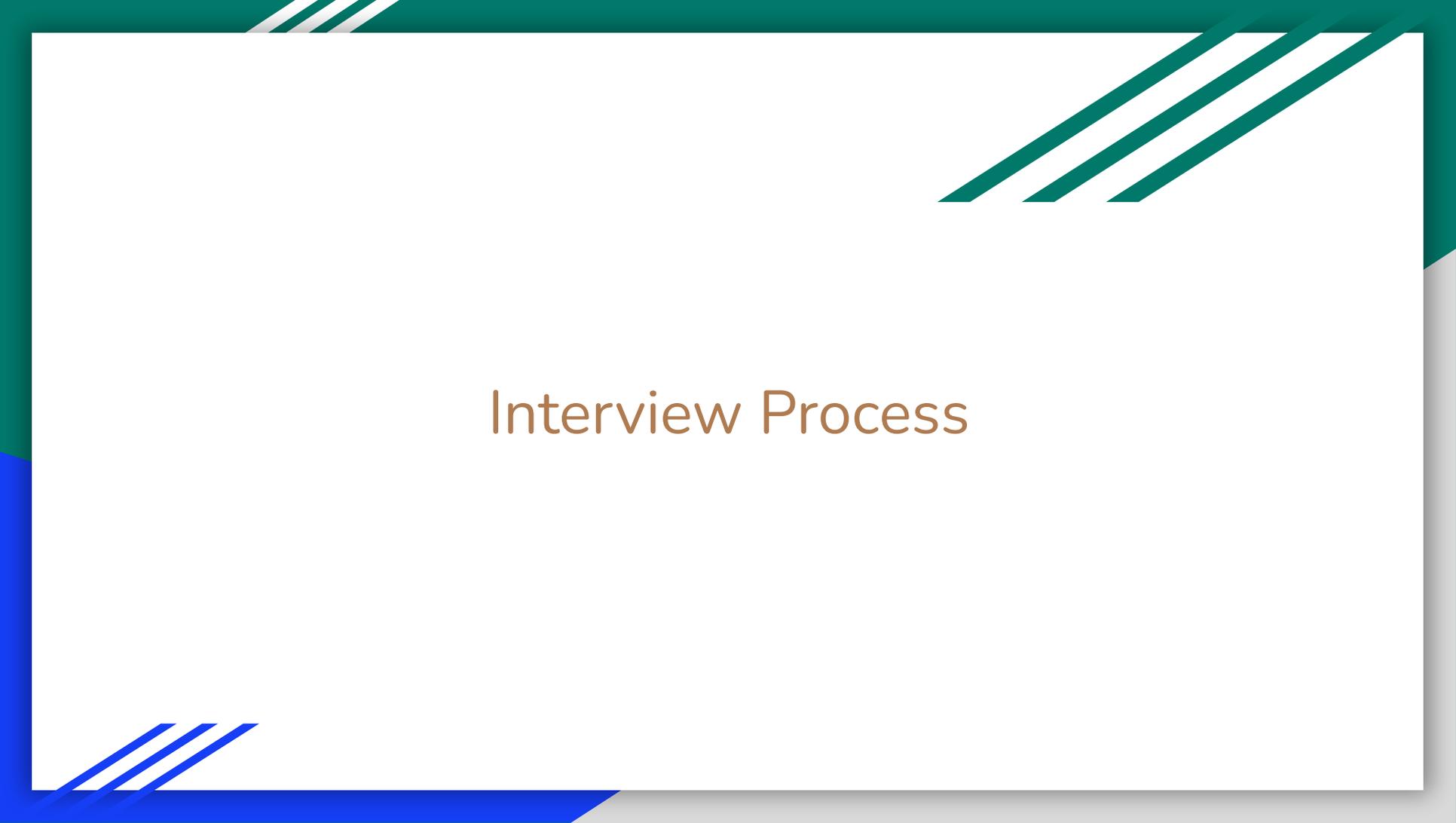
Futuready Media started in 2012 with an aim to blend creativity with technology. We create brands, campaigns, and digital platforms that help our clients grow and thrive.

We have worked with numerous clients across various industries and have successfully created award winning campaigns. Our expertise lies in digital marketing, social media marketing, graphic design, web design, web development, video and animation, and SEO services.

We can't wait to hear about your ideas and experiences. Use these slides as your guide to prepare for your interview at Futuready Media.

# All about Account Management @ FRM

Account managers act as the primary point of contact between a clients and the agency. You will be responsible for optimising a client's online presence through digital marketing strategies. Your duties will include creating digital campaigns, monitoring clients' social media, and measuring the success of marketing strategies. Your goal is to create a strong relationship with the clients and to help them achieve their digital marketing objectives.



# Interview Process

# The Interview Process

It takes about a week to ten days to complete the process: from the moment your resume is shortlisted, to the final offer.

Do go through the slides to get an idea of what to expect.

# Step 1: Resume Shortlist

As a first step, our HR executive will shortlist your resume, and share it with the relevant team members.

Then you will receive an email and a call confirming the same, and asking for details like:

1. Your current / most recent employer and job profile
2. Your current / last drawn CTC
3. Your expected CTC
4. Your expected date of joining / Notice period

Please note you will have to furnish proofs of employment, salary, education, experience, etc. before we proceed further.

## Step 2: 1st Round Telephonic Interview

In the next step, a telephonic interview will be scheduled with the HR, expected to be wrapped up in 15-20 minutes.

We will get an understanding of your educational background and work experience, and also apprise you about the company and the role.

If selected in this round, you will be called for a face-to-face interview.

## Step 3: 2nd Round Face-to-Face Interview

For this round, you will be expected to visit the office premises for a face-to-face interview with the department head, operations head, and MD.

This interview is expected to last around 45-60 minutes, and will delve deeper into the work you have done, your specific contributions and achievements, challenges you faced and your response to them; and evaluate your fitment in the team.

You are also encouraged to ask whatever questions you may have and frankly discuss your expectations from the agency. After the interview, we will get back to you within 1 day with our final decision, and offer, if any.

## Step 4: Decision and Offer

If you have successfully completed all the stages and have been selected for the position, you will receive a confirmation call / email from HR within 1 day.

After your documents verified, you will get the offer letter.

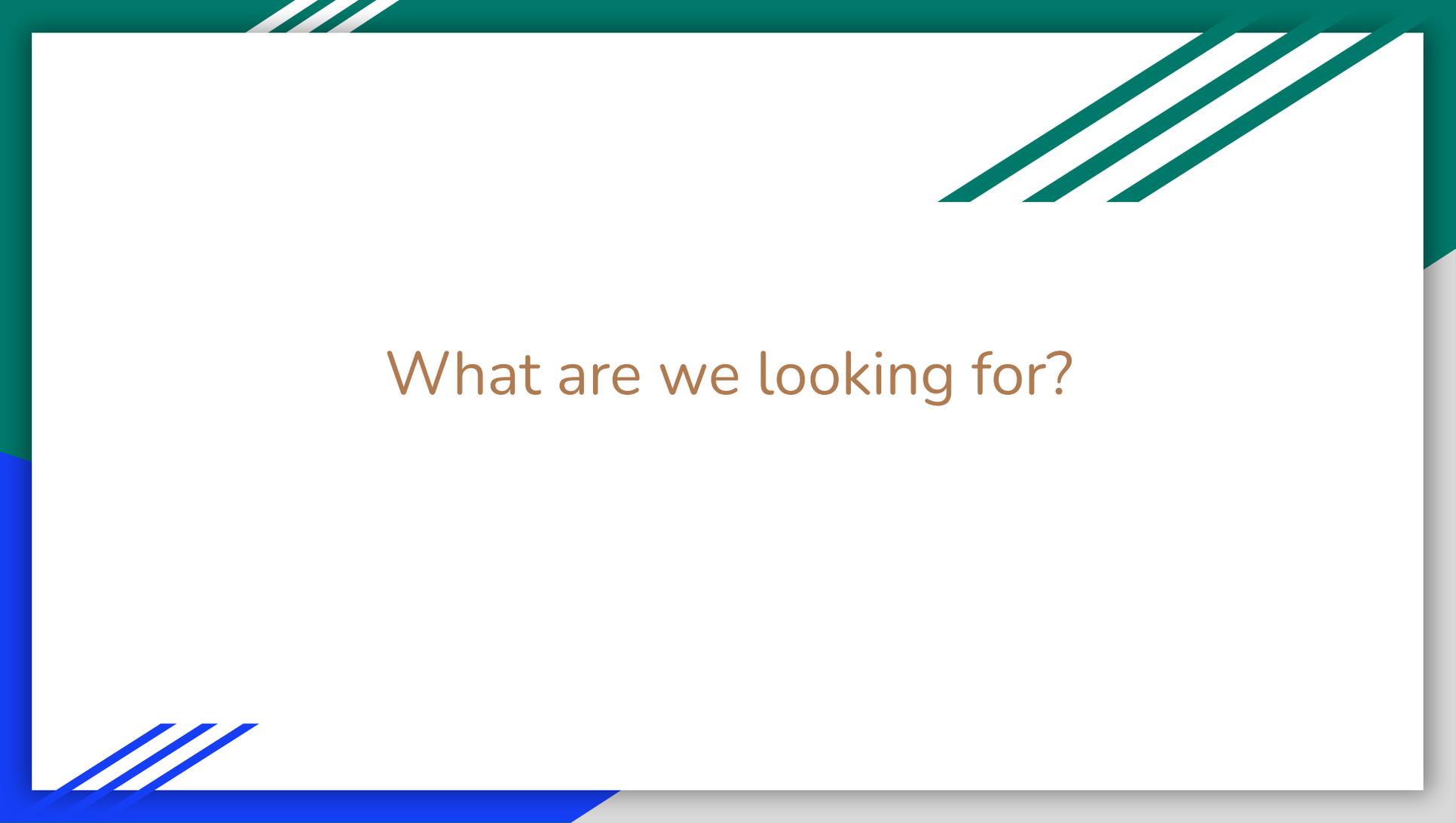
You are expected to accept the same within 1 day. After you send us a signed copy of the letter, we will share the appointment contract along with the compensation breakup.

You will be expected to join on the agreed date, and report to the office at 10 a.m. and meet HR.

# Onboarding

On your first day, you will need to share original documents with HR and complete all the paperwork.

After that the onboarding will be done, which will include a tour of the office and facilities, introduction to the team, assignment of your seat / laptop / phone, and a brief of the department and work expected.



What are we looking for?

# Job Specific Requirements

- Developing and implementing a comprehensive digital strategy for assigned clients
- Presenting effective social media strategies
- Ability to measure the success of campaigns
- Ability to develop the right voice for each social media platform
- Creating and maintaining positive, long-term relationships with clients to build trust
- Writing reports on digital advertising campaign performance on a monthly or weekly basis
- Keeping abreast with the digital industry
- Excellent communication and active listening skills

# General Requirements

## **Communication**

You need to be a good communicator. Whether it is writing an email, understanding a brief, talking to clients or just expressing yourself; this skill is vital.

## **Teamwork**

WE > ME

## **Commitment**

Believe in a goal and strive to achieve it with full dedication.

## **Excellence**

Whatever you do, do it in the best way possible.

## **Digital literacy**

You need to be comfortable with computers, online research and apps, industry-specific softwares and tools.

## **Initiative**

Don't be afraid to share your big ideas. Speak your mind with confidence.



# Tips for Interviewing @ FutureReady Media

# Resume Tips

Align your skills and experience with the job description.

Provide specificity around the projects you've worked on or managed. (What was the outcome? How did you measure success? What was your role?)

If you're a recent graduate or have limited work experience, include school-related projects or coursework that demonstrate relevant skills and knowledge.

Mention any certifications that are relevant to the job role.

If you have a additional information like a portfolio of your past work, make sure to mention it.

# Interview Tips

## **Telephonic Interview Tips:**

Find a comfortable and quiet place

Keep your resume handy

Do your research about the company

Prepare notes

Smile – let your enthusiasm reflect through your voice

Speak clearly

Follow-up with thanks

## **Face-to-face Interview Tips:**

Be on time

Bring your resume

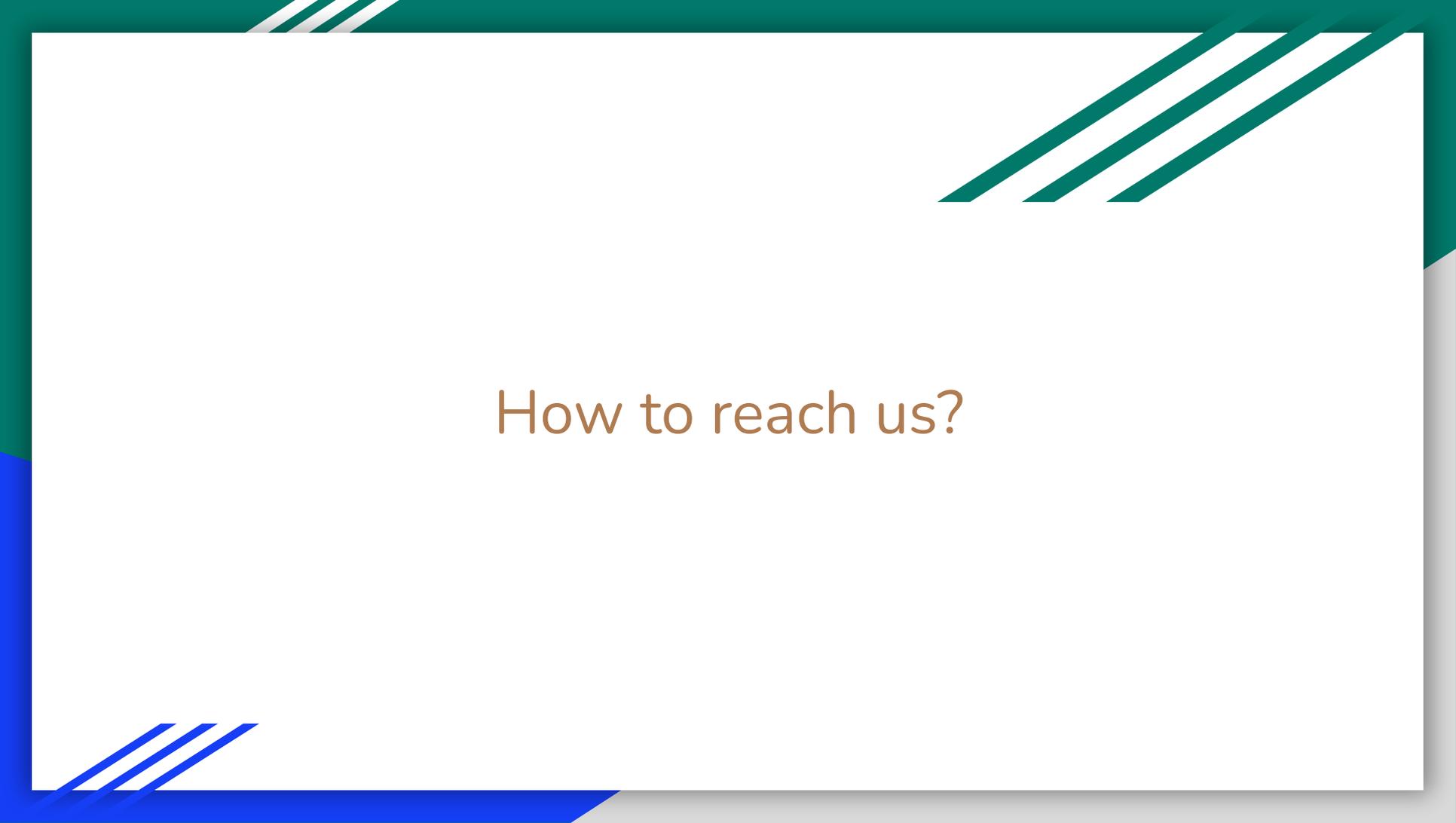
Look presentable

Practice good non-verbal communication

Project confidence

Listen carefully

Ask questions



How to reach us?

# Contact Details



Address: 102, 1st floor, Town Center 2, Opp. Times Square, Andheri Kurla Road, Mumbai.

Nearest metro station - Marol Naka

Contact person: Pranali Ughade

Email ID: [careers@futureadymedia.com](mailto:careers@futureadymedia.com)

Google pin: <https://goo.gl/maps/H2TXtQWNNY6Gwa3L9>



Good Luck!