

Saaskart

Social Media Manager

Marketing · Remote (India) · Full-time

About Saaskart

Saaskart is building the trusted marketplace and intelligence layer for how the world discovers, compares, evaluates, and buys software, AI agents, and service providers — powered by SIA, our AI buying assistant. We are remote-first, high-ownership, and buyer-first: we never sell a ranking and never fake a review.

About the role

You own Saaskart's voice and presence across social channels — building an engaged audience of software buyers, founders, and operators with content that is genuinely useful, on-brand, and never hype. You turn our point of view on the decision-engine era into a following that trusts us.

What you'll do

- Own the social strategy, calendar, and day-to-day publishing across LinkedIn, X, YouTube, and emerging platforms.
- Create and commission on-brand content — posts, short-form video, and graphics — tailored to each channel.
- Grow and engage the community: respond, spark conversation, and surface buyer and market insights.
- Partner with SEO, content, and design to repurpose long-form work into social-native formats.
- Track performance and iterate on what resonates — beyond vanity metrics to real audience growth and engagement.

What we're looking for

- 3+ years managing social for a brand, ideally B2B, SaaS, or media.
- Strong writing and visual sense; comfortable scripting and editing short-form video.
- Data-informed: you read analytics and adapt, and you understand platform algorithms.
- No-emoji, no-hype instinct — you keep the brand credible and useful.

Nice to have

- Hands-on with AI content and design tools.
- Existing audience or community-building track record.

How to apply: email careers@saaskart.co or apply at saaskart.co/careers with your resume and a short note on what you'd want to own. All roles are full-time and remote (India).