



ORM (Online Reputation Management) Executive

ROLE	LOCATION	DEPARTMENT
ORM Executive	Mumbai (Andheri office)	ORM Team

▪ ABOUT LOCOBUZZ

Locobuzz builds AI-powered Customer Experience technology that helps global brands listen, engage, and respond to customers across every digital channel; social, messaging, reviews, and support. Our platform combines social intelligence, conversational AI, and workflow automation to manage millions of customer interactions at scale. Leading brands across industries run their CX operations on Locobuzz.

▪ ABOUT THE ROLE

As an ORM Executive, based onsite at our Andheri (Mumbai) office and reporting to the Team Lead – ORM, you'll represent top brands across industries as their digital voice. Working a hybrid schedule (2–3 days a week from office, open to both 5-day and 6-day structures) with rotational shifts between 7:00 AM and 12:00 Midnight, you'll monitor online conversations, provide meaningful responses, and proactively manage brand reputation across social and digital channels, while contributing to process improvement and insight-driven communication strategies.

▪ KEY RESPONSIBILITIES

- Monitor and track brand mentions, queries, and feedback across digital platforms, responding promptly and on-tone
- Accurately tag and classify tickets by sentiment and category, ensuring adherence to SLAs (TAT, FLR)
- Proactively flag early signs of reputational risk and support crisis and escalation scenarios in coordination with client and internal teams
- Analyse conversations to identify recurring issues, sentiment shifts, and topic spikes, offering proactive recommendations to clients
- Generate timely daily, weekly, and monthly reports with quantitative metrics and actionable insights
- Identify gaps, risks, and opportunities in each reporting cycle and present data-backed recommendations
- Serve as the primary ORM point of contact for the brand, participating in client meetings and review sessions
- Coordinate with internal teams to ensure process alignment and consistent delivery

▪ KEY SKILLS / WHAT WE'RE LOOKING FOR

- Bachelor's degree in any stream
- Excellent written and verbal communication skills, with strong attention to detail, grammar, and context
- Strong command of social media platforms, trends, and digital etiquette
- Strong analytical skills, able to derive meaning from large volumes of unstructured data
- Experience with ORM dashboards or social listening tools, and generating reports and insights
- Good working knowledge of MS Office, especially Excel and PowerPoint
- Quick learner, comfortable in a fast-paced, high-volume environment



- Prior experience with SaaS ORM platforms (e.g. Locobuzz, Sprinklr), crisis response, or client-facing reporting is a plus

▪ **WHY LOCOBUZZ?**

- Be part of a dynamic, fast-growing team working with top-tier brands across India
- Get hands-on experience with an industry-leading CX platform and practices
- Hybrid work model with exposure to large-scale digital operations
- A culture of constant learning, mentorship, and recognition