

Consultant (Digital Media Manager)

Post Name: Consultant (Digital Media Manager)

No of Posts: 01

Post Type: Temporary / Contractual

Job Description: We are seeking a Consultant (Digital Media Manager) with a background in Journalism and Mass Communication OR Digital Media to join our team. The primary responsibility of this role is to strategize, plan and execute the social media strategy of the institute and run all the social media handles of the institute.

Key Responsibilities:

- **Social Media Strategy:** Develop and implement comprehensive social media strategies aligned with the institute's goals and target audience
- **Content Creation:** Create engaging and relevant content for various social media platforms, including Instagram, Twitter, LinkedIn, and YouTube
- **Community Management:** Monitor social media channels, engage with the audience, respond to inquiries, and manage the consistency of content
- **Campaign Management:** Plan and execute digital marketing campaigns to promote events, programs, and initiatives of the institute.
- **Analytics and Reporting:** Utilize analytics tools to track and analyze social media performance, generate reports, and provide insights for continuous improvement
- **Event Coordination:** Coordinate with internal stakeholders to ensure seamless integration of social media activities during events, conferences, and other institute-related activities
- **Intern Collaboration:** Supervise and mentor interns assisting with social media tasks, providing guidance and support as needed

Subject Specialization (If any): Journalism and Mass Communication

Minimum Qualifications: Master's student in Journalism or Mass Communication or related degree or equivalent certification

Desired Qualifications/Experience:

- Strong written and verbal communication skills in Hindi and English
- Solid understanding of social media tools and techniques
- Proficiency in Microsoft Office Suite

Age Limit (If any): NA

Consolidated Pay: Commensurate to Industry Standards

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Application Deadline: February 11, 2024

Interview Dates: February 15, 2024

Joining Date: Earliest Possible Date