

## **Assistant Manager- Social Media Engagement**

**Designation:** Assistant Manager

**Position:** 02

**Age Limit:** 25 - 35 Years

### **Qualifications & Experience**

#### **Education:**

- Must have a Post-Graduate degree or Equivalent.
- Certification on Digital Marketing will be an added advantage

**Experience:** Should have 3-5 Years of experience with at least two years' relevant experience.

#### **Roles and Responsibilities:**

- Generate timely and regular reports on social media usage, posts, themes, trends.
- Advise MyGov on quality, subject and reach of social media posts that work and of those that don't.
- Analysis of social media posts from stakeholders and influencers with respect to public policy.
- Optimize analytical tools for maximum speed and scalability
- Reputation management of MyGov and other government program and policies effectively.
- Work closely with Creative Team, Government Ministries/Departments and the leadership team of MyGov to explore new areas/tools of analysis.
- Build strong external relationships through social media interaction predominantly through organic campaigns
- Build the overall Group level strategy and implement tactics to enhance engagement, followers, reach; positively impact reach and online footprint of MyGov across all the platforms.

#### **Additional role requirements:**

- Ability to use and coach on social media analytics tools
- Generate timely and accurate reports on social media trends on different platforms.
- Knowledge of end-to-end implementation of social media strategy

- Capability to execute inorganic and organic campaigns across digital platforms.
- Understanding of public policy issues
- Excellent understanding of SEO principles.
- Experience of handling and managing teams.
- Working knowledge of Google Analytics, Facebook insights, Twitter analytics and other social media analytics.