

Job Title: Campaign Coordinator

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

Overview:

We are looking for enthusiastic and detail-oriented Campaign Coordinators to join our team supporting the Digital Outreach and Citizen Engagement of Institutional Bodies. The Campaign Coordinators will assist in the planning, execution, and monitoring of digital campaigns designed to enhance citizen engagement and awareness of institutional initiatives. This role requires effective communication skills and a keen understanding of digital marketing strategies.

Key Responsibilities:

1. Campaign Planning and Execution:

- Assist in the development and implementation of digital marketing campaign strategies in collaboration with the Campaign Manager.
- Coordinate day-to-day campaign activities, ensuring that all timelines, logistical needs, and deliverables are met.

2. Content Coordination:

- Collaborate with content creators to develop engaging and relevant materials for various digital platforms, including social media, websites, and email newsletters.
- Review and edit content to ensure quality and consistency with campaign messaging.

3. Social Media Management:

- Support the management of social media accounts by scheduling posts, engaging with the audience, and monitoring interaction on all platforms.
- Compile and analyze social media performance data to identify trends and opportunities for improvement.

4. Influencer Outreach:

- Assist in identifying potential influencers and community leaders to collaborate with on campaigns.
- Support outreach efforts by engaging with influencers and coordinating deliverables and timelines.

5. Monitoring and Reporting:

- Track and report on the performance of campaigns, collecting data and feedback to assess effectiveness and reach.
- Prepare regular updates for the Campaign Manager on campaign progress, challenges, and recommendations for adjustments.

6. Collaboration and Communication:

- Work closely with other project team members to ensure alignment and integration of campaign efforts with broader project goals.
- Communicate effectively with stakeholders, ensuring key messages and activities are conveyed appropriately.

7. Research and Insight Gathering:

- Stay updated on digital marketing trends and best practices, particularly in the public sector and community engagement.
- Conduct research to gather insights on target audiences and improve campaign strategies accordingly.

Qualifications:

- **Education:** Bachelor's degree in Marketing, Communications, Public Relations, or a related field.

- **Experience:**

- Minimum [1-3 years] of experience in campaign coordination, digital marketing, or a related role. Experience in the public sector or non-profit environment is a plus.

- **Skills**

- Basic understanding of digital marketing concepts and tools.
- Strong organizational and multitasking abilities, with a focus on attention to detail.
- Excellent written and verbal communication skills.