

**Position: Content Head**

**Location: Kolkata**

**Job Type: Full Time**

**Salary: Industry Standard**

**Overview:**

The Content Head will lead the content strategy and execution for the Digital Outreach and Citizen Engagement project initiated by the Government of West Bengal. This role involves creating impactful and engaging content aimed at enhancing citizen interaction with government initiatives through various digital platforms, with a significant emphasis on social media.

**Key Responsibilities:**

**1. Content Strategy Development:**

- Design and implement a comprehensive content strategy that aligns with the goals of the Digital Outreach and Citizen Engagement project.
- Conduct audience research to understand the needs, preferences, and behaviors of citizens in West Bengal.
- Develop clear messaging frameworks for various target demographics, ensuring inclusivity and accessibility.

**2. Social Media Management:**

- Create engaging content for various social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) to promote government initiatives, programs, and events.
- Monitor and analyze social media trends to enhance content relevance and engagement.
- Oversee the social media calendar, ensuring timely and consistent posting of content.

**3. Content Creation & Curation:**

- Write, edit, and oversee the production of diverse content forms, including articles, infographics, videos, podcasts, and social media posts that educate and engage citizens.
- Collaborate with graphic designers, videographers, and other creative professionals to produce high-quality multimedia content.
- Curate community-generated content and success stories from citizens to highlight engagement outcomes.

**4. Collaboration & Stakeholder Engagement:**

- Collaborate with various government departments, NGOs, and community stakeholders to gather insights and facilitate content sharing.
- Work closely with data analysts to evaluate the effectiveness of content strategies and adjust as necessary.

## **5. Training & Capacity Building:**

- Develop and conduct workshops or training sessions for agency staff and government representatives on effective communication and social media best practices.
- Create guidelines and toolkits for content creation and engagement strategies.

## **6. Monitoring & Reporting:**

- Track and report content performance metrics across all digital platforms.
- Prepare periodic reports for stakeholders on engagement levels, content reach, and community feedback.

## **Qualifications:**

- **Education:** Bachelor's degree in Communication, Journalism, Marketing, Public Relations, or a related field. A Master's degree is a plus.

### **- Experience:**

- Minimum [5+ years] of experience in content management, digital marketing, or social media, preferably in government or non-profit sectors.
- Proven track record of managing successful social media campaigns and outreach initiatives.

### **- Skills:**

- Strong writing, editing, and communication skills with a keen eye for detail.
- Proficiency in social media platforms, monitoring tools, content management systems, and analytics.
- Ability to think creatively and strategically about content to engage diverse audiences.

## **Personal Attributes:**

- Passion for public service and community engagement.
- Strong leadership and team management skills.
- Ability to work under pressure and adapt to changing project requirements.
- A proactive, solution-oriented mindset with excellent interpersonal skills.