

Job Title: Digital Campaign Manager

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

Overview:

We are seeking a creative and results-oriented Digital Campaign Manager to lead the Digital Outreach and Citizen Engagement initiative for institutional bodies. The ideal candidate will be responsible for developing and executing digital marketing campaigns, managing influencer partnerships, and creating trends (X trends) that resonate with the target audience. This role requires a deep understanding of digital strategies, content creation, and social media dynamics to drive engagement and participation in government initiatives.

Key Responsibilities:

1. Campaign Strategy Development:

- Design and implement comprehensive digital marketing strategies that align with the objectives of the Digital Outreach and Citizen Engagement project.
- Identify key performance indicators (KPIs) and create a framework for measuring the effectiveness of all digital campaigns.

2. Influencer Management:

- Identify, engage, and manage relationships with influencers and brand ambassadors to amplify campaign reach and credibility.
- Develop and coordinate influencer marketing strategies, ensuring alignment with project goals and messaging.

3. Content Creation and Management:

- Oversee the creation of engaging and relevant digital content for various platforms, including social media, websites, and newsletters.
- Ensure that all content meets brand standards and resonates with the target audience, fostering a strong connection to the government initiatives.

4. X Trend Creation:

- Lead efforts to create and promote X trends that drive public discussion and engagement around key themes of the project.
- Collaborate with content creators and graphic designers to develop shareable multimedia content aimed at trending topics and social media virality.

5. Analytics and Performance Reporting:

- Analyze campaign performance using digital analytics tools (e.g., Google Analytics, social media insights) to evaluate the effectiveness of outreach activities.
- Prepare and present detailed performance reports to project stakeholders, highlighting insights and recommendations for future campaigns.

6. Collaboration and Coordination:

- Work closely with the project team, including political analysts, project coordinators, and content creators, to ensure cohesive and aligned campaign messaging.
- Facilitate brainstorming sessions and team meetings to foster creative collaboration and innovation.

7. Public Engagement Initiatives:

- Develop digital initiatives that encourage citizen participation in government programs and initiatives, such as online polls, contests, and interactive content.
- Participate in community outreach events where digital strategies can be used to enhance in-person engagement.

Qualifications:

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

- Experience:

- Minimum [3-5 years] of experience in digital marketing, campaign management, or social media strategy, ideally within the public sector or non-profit organizations.
- Proven experience in managing influencer campaigns and content creation.

- Skills:

- Strong understanding of digital marketing concepts, social media platforms, and current trends in online engagement.
- Proficiency in marketing analytics tools and social media management platforms (e.g., Hootsuite, Buffer, or similar).
- Excellent written and verbal communication skills with a keen eye for detail.