

Job Title: Page Manager/ Coordinator

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

The Page Manager for the Digital Outreach Program will oversee the social media presence of multiple government departments, enhancing communication with citizens, promoting government initiatives, and facilitating public engagement across various digital platforms.

Key Responsibilities:

Social Media Strategy Development:

Create and implement a comprehensive social media strategy that aligns with the goals of the Digital Outreach Program and individual departments.

Identify target audiences and tailor content to effectively reach and engage them.

Content Creation and Management:

Develop, curate, and schedule high-quality content for multiple social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Ensure all content is informative, relevant, and adheres to the state government's branding and communication guidelines.

Community Engagement:

Actively engage with followers, responding to inquiries and managing discussions across all platforms.

Monitor and analyze feedback, adapting strategies as needed to improve engagement and reach.

Collaboration with Departments:

Work closely with various government departments to understand their communication needs and objectives, ensuring alignment in messaging and outreach.

Coordinate with departmental stakeholders to gather content, updates, and newsworthy information for social media promotion.

Analytics and Reporting

Track and report on key performance indicators (KPIs) for social media campaigns, using analytics tools to measure success and inform future strategies.

Provide regular reports to management on outreach effectiveness and community engagement metrics.

Compliance and Best Practices:

Ensure all social media activities comply with state government policies, legal regulations, and privacy standards.

Stay updated on social media trends, best practices, and emerging platforms to continuously enhance outreach efforts.

Qualifications:

Bachelor's degree in Communications, Marketing, Public Relations, or a related field.

Proven experience in social media management, preferably within a government or nonprofit context.

Strong understanding of social media platforms, tools, and analytics.

Excellent written and verbal communication skills, with a keen eye for detail and creativity in content creation.

Ability to work collaboratively in a fast-paced environment and manage multiple projects simultaneously.

Familiarity with graphic design tools and video editing software is a plus.

Experience:

1. Minimum of [3-5] years of experience in social media management, digital communications, or related fields, preferably within a government, nonprofit, or public sector context.
2. Proven track record of successfully developing and executing social media campaigns that drive engagement and enhance public awareness.

3. Experience working collaboratively with diverse stakeholders and departments to achieve common goals.

Skills:

1. Strong interpersonal and relationship-building skills.
2. Analytical mindset with the ability to interpret data and derive actionable insights.
3. Creative problem solver, capable of thinking strategically and innovatively.
4. Commitment to public service and proactive in effectively representing government initiatives.