

Job Description	
Division	NeGD
Designation	Consultant
Function	User Engagement & Retention
Project	UMANG (Unified Mobile App for New age Governance)
Reports To	Director

Job Objective

The job holder will be part of the Program Management team with responsibility for User engagement enhancement and Retention on UMANG. He/She will report to senior officials of UMANG PMU/Director.

The role's primary responsibility will include running campaigns to increase the app/website traffic and execution of compelling engagement & retention strategies/programs for UMANG.

He/She can be assigned any other job/responsibility by Director UMANG from time to time.

Primary Responsibilities

- Develop content and manage creative execution of the content to provide a consistent, targeted and impactful message to audience.
- Build and maintain solid partnerships with assigned internal teams as well as divisions/departments/Ministries to better develop, coordinate, direct, and facilitate strategic communications designed to meet goals.
- Design campaigns to target specific audiences, placing an emphasis and discipline on campaign performance to help with recommendations for future programs.
- Guide and coordinate with graphic designers, photographers, and other media-production specialists integral to the completion of promotional activities.
- Contribute new ideas for new programs, researching and recommending innovative branding and promotion techniques.
- Research and understand key challenges, customer behavior, target audiences, competitive activity, and environmental factors that impact various activities undertaken.
- Provide hands-on support for assigned work, paying close attention to timelines.
- Identify and present opportunities for consistency in messaging and customer experience across channels from traditional to digital to print etc.
- Develop an understanding of short- and long-term department goals and planned initiatives.
- Work with leadership to take the pulse of overall creativity to identify cross-marketing opportunities.
- Stay informed of developments in the field of marketing and communications within the industry to foster ideas and innovation.
- To identify patterns in User behavior by analyzing the hits/transaction/time spent on each page/application/services on UMANG and device strategy to identify the difficulties being faced by users on using UMANG and subsequently work with technical teams to iron out the issues.
- Understand the working of Social Media pages/handles/accounts of UMANG (Facebook, Twitter & Instagram etc.).
- Manage response to comments on App Store pages to drive User engagement, address User Issues by interacting with integrated departments on UMANG and follow-up proactively to ensure their closure.
- Build and deploy push notification strategy to increase app engagement and improve user retention.
- Collaborate with digital marketing channel teams in NeGD to drive marketing initiatives and to provide marketing support as appropriate.

- Interact with product and development teams to identify the pain areas on UI/UX of Services and suggest alternatives.
- Drive and nurture engagement with UMANG users by creating unique in-app/email programs and delivering impactful digital experiences to improve User Retention and brand advocacy.
- Identifying engagement touch points and driving new user acquisition through social media, paid search and other forms of advertising.
- Write blogs; interact with influencing audience to promote UMANG.
- Create campaign briefs and impactful content with full responsibility of campaign management.
- Support in developing marketing collaterals, products/ service offerings etc.
- Develop and manage relationships with integrated departments on UMANG in order to better understand their requirements and take steps to ensure customer delight.
- Oversee the creation of marketing and communications collateral to ensure that it is consistent with the organization's brand, including white papers, website copy, and more
- Write and deliver UMANG newsletter on a monthly basis
- Represent the organization at events for promotion of UMANG
- Reach out to influencers, media and beyond in order to arrange story placement on a national and global level

Profile	
Education & Experience	Desirable Skills & Experience
<ul style="list-style-type: none"> • Bachelor's degree in journalism, strategic communications, or equivalent • Total experience of 6-10 years with minimum three years of advertising or marketing experience 	<ul style="list-style-type: none"> • Strong, versatile copywriting skills and strong comprehension skills • Good organizational, planning, and coordination skills • Ability to multi-task and re-prioritize as needed • Desire to take full ownership of assigned projects and can work independently • Possesses a sense of urgency; is self-motivated and detail-minded • Strong interpersonal skills and ability to build collaborative relationships • Good verbal presentation, group dynamic, and facilitation skills • Proactive approach in resolving problems and issues • Demonstrated experience with all types of social media (e.g. Facebook, Twitter, Instagram, etc.) • Experience working in a high-volume, fast-paced environment • Working knowledge of Microsoft Office and web content management systems experience

Link to apply for the post :

<http://careers.nisg.org/job-listings-consultant-user-engagement-and-retention-negd-nisg-national-institute-for-smart-government-delhi-ncr-delhi-6-to-11-years-220221002899?xp=1>

<https://www.naukri.com/job-listings-Consultant-User-Engagement-and-Rete--NISG-National-Institute-for-Smart-Government--Delhi-Delhi-NCR-6-to-11-years-220221002898>

