

Social Media Manager - Telugu

MyGov is the citizen engagement platform of the Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under the Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in> .

MyGov is looking for a Social Media Manager – Telugu who have expertise in managing the social media handles in the concerned regional language and be capable of managing and overseeing the creation and publishing of relevant and appealing content in a timely manner.

An ideal candidate should be proficient in various Social Media platforms and can create content in English/Hindi along with regional languages and must have Out of the Box thinking and effective communication skills is a requirement.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of the initial contract period, a regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Social Media Manager - Telugu.

Interested candidates may apply online: <https://forms.gle/1QYxcErzXCVxKbdw6>

Position: Social Media Manager - Telugu

No. of Position(s): 1

Qualification: Bachelor's degree in any discipline

Years of Experience: Min. 2 years of experience

Roles & Responsibilities:

- The resource will manage the regional social media handles of MyGov in the Telugu regional language.
- The social media manager would generate, edit, publish, and share engaging content on the social media platforms on daily basis (e.g., text, infographics, videos, and news feeds etc).
- Design and implement social media strategy to align with MyGov's goals, objectives and amplify the social media posts based on target audience.
- Communicate with followers, respond to the queries in a timely manner and monitor the comments/ feedbacks/ reviews etc. on the social media platforms.
- Suggest and implement new ideas to disseminate information related to Government schemes through promotions, competitions, and campaigns.
- Stay up to date with current technologies and trends in social media, design tools and applications.
- Coordinate with MyGov internal teams to create event-based posts and content in regional language for the target audience.
- Should be able to proofread and edit the contents to produce quality contents/social media posts as per the requirement of MyGov.
- Should be able to monitor the social media handles, track, and report insights (traffic, engagement, shares, conversion rates, etc.) to MyGov.
- Work with the content team to ensure that the social media post conveys the source language meaning accurately; and if needed, edit, rewrite, and restructure the content.

Qualifications:

- Graduate with experience in managing social media and proficiency in regional language Telugu.
- They should have expertise in reading, writing in one or more regional languages in addition of Hindi and English.
- The regional language is Telugu. Candidates who have certification in the regional language will be preferred.

Requirements

- Work Location: Delhi.