

Manager- Social Media Analytics

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

MyGov is looking for Manager- Social Media Engagement level to join our team and will be required to analyze of social media posts from stakeholders and influencers with respect to public policy and work closely with Creative Team, Government Ministries/Departments and the leadership team of MyGov to explore new areas/tools of analysis

Manager's responsibilities include the ability to use and coach on social media analytics tools from reputed service providers and end-to-end implementation of social media strategy. Ideal candidate should have proven skills in out of box thinking and have an eye for detail.

Ultimately, you'll be required to designing campaigns around key public policy initiatives that can be used across MyGov platforms, with a special focus on those that would appeal to citizens, and will help drive citizen engagement.

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 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 initial contract period, regular contract will be given.

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Designation: Manager Level

No. of Positions:02

Age Limit: 25 - 40 Years

Qualifications & Experience

Education Requirement: Must have a Post-Graduation degree or Equivalent. Should be well versed in Google analytics. Certification in Digital Marketing and knowledge of Tableau/ SPSS/ Python will be an added advantage.

Experience: 6 to 8 years. At least 5 years of relevant experiences. A year or two in online publishing, advertising, consulting firms would be an advantage.

Roles and Responsibilities:

- Generate timely and regular reports on social media usage, posts, themes, trends.
- Advise MyGov on quality, subject and reach of social media posts that work and of

those that don't.

- Analysis of social media posts from stakeholders and influencers with respect to Public policy.
- Optimize analytical tools for maximum speed and scalability
- Reputation management of MyGov and other government program and policies effectively.
- Work closely with Creative Team, Government Ministries/Departments and the leadership team of MyGov to explore new areas/tools of analysis.
- Build strong external relationships through social media interaction predominantly through organic campaigns
- Build the overall Group level strategy and implement tactics to enhance engagement, followers, reach; positively impact reach and online footprint of MyGov across all the platforms.

Additional role requirements:

- Ability to use and coach on social media analytics tools from reputed service providers.
- Generate timely and accurate reports on social media trends on different platforms.
- Knowledge of end-to-end implementation of social media strategy
- Capability to execute inorganic and organic campaigns across digital platforms.
- Understanding of public policy issues
- Excellent understanding of SEO principles.
- Experience of handling and managing teams.
- Working knowledge of Google Analytics, Facebook insights, Twitter analytics and other social media analytics.