

Deputy Manager – Social Media

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 Deputy Manager – Social Media to join our team and will be required to measure the effectiveness of social media campaigns, monitor trends in social media and emerging trends/best practices and provide effective recommendations

The responsibilities would include researching conversations across social media platforms and analysing trends. He/she would also be responsible for using a mining and report generation tool (SRM) to mine data from social media. 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.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for the Deputy Manager – Social Media. Interested candidates may apply in this form:

Last Date for Applying: 4th May 2022

Designation: Deputy Manager – Social Media

Position: 1

Age Limit: 25 – 35 Years

Qualifications & Experience

Education:

- Post-Graduate or Equivalent
- Additional qualification in Business Analytics, Media & Communication, Statistics, Commerce or Economics will be an advantage

- Certification on Digital Marketing will be an added advantage

Experience: Total Experience of 5-10 Years with at least 5 years of relevant experience.

Roles and Responsibilities:

- Measure the effectiveness of social media campaigns
- Monitor trends in social media and emerging trends/best practices and provide effective recommendations
- Research conversations across social media platforms
- Deputy Manager – Social Media will be responsible for using a mining and report generation tool (SRM) to mine data from social media (Facebook, local platforms, twitter, websites, blogs), analyse and filter out relevant information and present to the MyGov as reports on a periodic basis.

Additional role requirements:

- Should have exposure to social media tools
- Excellent multitasking, time-management, and communication skills
- Excellent knowledge of Facebook, LinkedIn, Twitter, Instagram, Youtube and other social media platforms and best practices
- Should have experience in managing Web Analytic tools and Applications (e.g. Google Analytics etc.)
- Should have experience in data validation, cleansing, collection, and basic coding (Python, R etc.)
- Must have excellent knowledge of all SM tools.
- Must have a strong interest in social networking.
- Proficient understanding of government policies, inter-departmental coordination and public policy awareness.
- Good understanding of SEO principles.
- Experience of Managing and Operating social media monitoring tools like Meltwater/Talkwaker would be an added advantage