Social Media Engagement

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 Social Media Engagement role to join our team and will be required to generate the regular reports on social media usage, posts, themes and trends.

Social Media Analyst responsibilities includes optimization of analytical tools and analysis social media posts. Ideal candidate should have proven skills in out of box thinking and have an eye for detail.

Ultimately, you will be required to build overall group strategy and implement tactics to enhance engagement, followers, reach which positively impact the online footprint of MyGov.

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 Engagement.

Interested candidates may apply in this form.
Social Media Engagement

Position (s): 02

Qualification: Must have a Post-Graduate degree or equivalent. Certification on Digital Marketing will be an added advantage.

Experience: Should have 3-5 years of experience with at least two years of relevant experience.

Roles & 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 predominately 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 analytical tools
- 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 in handling and managing teams.
- Working knowledge of Google Analytics, Facebook insights, Twitter analytics and other social media analytics.
- Job Location: Delhi.

Owner: MyGov