

Assistant Coordinator

**3 years Contractual Assignment**

**Job Description:**

- Primary responsibility will be to assist the Lead Coordinator
- To prepare, implement and re-invent strategy to enhance department's social media presence
- To post tweets from DIPP's Twitter handle on a regular basis
- Coordinate with various departments/ sections within DIPP to create original content
- To devise ways for presenting department's work in an interesting manner
- To prepare and submit analysis report of all social media handles / accounts (Startup India, Make in India, EODB, CIPAM and DIPP) on a weekly basis
- Writing press releases/ documentation as and when required
- To ensure cross promotion
- To ensure better communication within the department

**Eligibility Criteria:**

- Any Graduate
- Working knowledge in planning, managing and executing social media initiatives
- Knowledge of digital marketing current best practices and understanding of digital production processes
- Should be well-versed with English and Hindi languages