

Lead Coordinator

3 years Contractual Assignment

Job Description:

- 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:

- A Degree, preferably, in marketing, advertising, public relation, mass communication or related field; plus 2-3 years related experience; or a combination of equivalent experience and/ or education
- Working knowledge in planning, managing and executing social media initiatives
- Knowledge of digital marketing current best practices and understanding of digital production processes
- Knowledge of strategic planning and processes for creative development, including research tools and evaluation of results
- Should be well-versed with English and Hindi languages
- Experience in working with the government preferred

Skills Required:

- Accurate and detail-oriented
- Highly organized and ability to adapt quickly to changing priorities
- Knowledge in Microsoft Office, Adobe Creative Suite, Flash, HTML
- Strong project management skills
- Excellent written, verbal and interpersonal communication skills
- Excellent problem-solving skills