

	National Institute for Micro, Small and Medium Enterprises (ni-msme) An Organization of the Ministry of MSME, Govt. of India & ISO 9001:2015 Certified Yousufguda, Hyderabad - 500045 Ph.No.040-23633213 e-mail: nimsme-admn@nimsme.gov.in	
	RECRUITMENT NOTIFICATION	
Name of the Post	No. of Posts	Important Information
Jr. Consultant (Social media)	01	Send in your CV to recruitment@nimsme.gov.in before 31.08.2024 by 05:30 PM
Sd/- Admin. & Accounts Officer		

Qualification	Experience	Age Limit
Any graduation with Mass Media or Mass Communication of Journalism specialisation	Minimum 2 Years	35 years

Shortlisted Candidates will be called for Interview

Job Description:

- Analyse customer expectations according to past social media activity
- Develop social media campaigns
- Define key performance indicators and KRAs for social media campaigns
- Update social media content across all channels
- Engage with customers and followers
- Experience on Buffer, Hootsuite or any other social media marketing tools
- Monitor campaigns and analyse data obtained
- Track SEO and web traffic metrics
- Establish relationships with social media influencers to develop a strong network
- Develop content or assign tasks to content developers
- Keep an eye on social media trends
- Communicate effectively to all stakeholders, including senior management and content developers

Skills and Qualifications

- Experience as a social media manager or a similar role with minimum of 2 years' experience
- Experience in creating social media strategies
- Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram and LinkedIn
- Excellent verbal and written communication skills
- Aptitude for crafting engaging content
- Strong organizational and multitasking abilities
- Editing of videos for social media campaigns

Preferred Qualifications

- Bachelor's degree or certification in marketing, digital marketing, internet marketing or related field
- Prior experience as a copywriter
- Prior experience as a content manager

Note: Please mention post name on the subject line