

JOB Description: EHSAS- Social Media Coordinator



Programme on Empowerment, Health and Sexuality of Adolescents (EHSAS)

Our vision of the EHSAS Programme is to enable the health and wellbeing of adolescents and youth, and transform them into healthy, gender-sensitive and responsible citizens. In EHSAS we use a combination of four intervention strategies to achieve the objectives and they are as follows:

- Group work includes group sessions, training in using theatre and other art forms to explore and understand sexuality, and building peer counseling skills
- Individual work includes mentorship, counseling, internships and peer support
- Family work includes individual and group awareness and counseling sessions
- Community interventions include awareness campaigns and building networks with local leaders, organizations, and other community bodies.

EHSAS seek to cultivate an environment suitable for discussion and acceptance of the problems faced by adolescents and finding solutions within the community to resolve these problems. Currently the EHSAS programme touches lives of adolescents and youth across geographic locations in Mumbai and Thane.

We are looking at transference of knowledge coupled with attitude and behavior change to create a pool of change-agents and peer-educators within the community. To be able to do this, the first step is to enable young people to express and equip them to capture and disseminate these expressions/opinions with the digital media being employed as an effective tool.

A **Social Media Coordinator** would therefore be a connect between the young voices and the world.

Roles and Responsibilities

- Setting up and optimizing EHSAS pages on social media platforms
- Administrating the creation and publication of relevant, original high quality content
- Creating online reputation for EHSAS
- Cultivating online leads on issues and interventions with adolescence
- Creating editorial schedule regularly for publishing
- Promoting content through social sites
- Building capacity of adolescents and youth to produce user generated content that can be expressed via social media channels
- Field interactions with adolescents and youth to capture expressions on issues
- Identifying online audience and engaging online webinars/ live chats
- Strategizing youth led digital campaigns to advocate causes that are pressing in nature
- Building a promotional strategy to invite more adolescents on digital platforms
- Moderating and stream lining all user generated (content created by adolescents) content with moderation policy abiding to organization's rules
- Managing statistical reports of social media platforms for data analysis

Reporting

Weekly reporting to Associate Program Director

Requirements: Skills and Experience

- Minimum education qualification: Bachelors/Masters in Mass Media/Development Communications with relevant experience of more than two years
- Experience of designing youth campaigns will be desirable
- Proven experience in the field of social/ digital media management
- Excellent content creation skills (photo, video, text), writing skills, communication skills in English and preferably in Hindi/other regional languages
- Adequate knowledge of web designing, web management, SEO (search engine optimization)
- Knowledge of marketing and good understanding of major online marketing platforms

Personal Attributes

- Ability to work in a team and create equal opportunities for all
- A gender perspective that integrates understanding of team members and young people
- Empathy and openness to absorb learning from all contexts

LOCATION:

- Mumbai- Sion

APPLICATIONS

Interested candidates can send their CVs via email to recruitment@snehamumbai.org with

Subject line: **SNEHA__Social Media Coordinator_EHSAS**