

JOB DESCRIPTION: SOCIAL MEDIA COORDINATOR



ABOUT SNEHA

A secular, Mumbai-based non-profit organisation, SNEHA believes that investing in women's health is essential to building viable urban communities. SNEHA targets four large public health areas: Maternal and Newborn Health, Child Health and Nutrition, Sexual and Reproductive Health and Prevention of Violence against Women and Children.

Our approach is two-pronged: it recognises that in order to improve urban health standards, our initiatives must target both care seekers and care providers. We work at the community level to empower women and slum communities to be catalysts of change in their own right and collaborate with existing public health systems and health care providers to create sustainable improvements in urban health.

THE PROFILE

The Documentation Officer is primarily responsible for the process documentation of the various components of the project/program. The role includes:

1. Setting up and optimizing EHSAS pages on social media platforms.
2. Administrate the creation and publishing of relevant, original high quality content.
3. Creating online reputation for EHSAS.
4. Cultivating online leads on issues and intervention with adolescence .
5. Creating editorial schedule regularly for publishing.
6. Promote content through social sites.
7. Identifying online audience and engaging online webinars/ live chats.
8. Creating / posting solid online content which relates to meaningful connections to EHSAS.
9. Building a promotional strategy to invite more adolescents on digital platforms.
10. Moderating and stream lining all user generated (content created by adolescents) content with moderation policy abiding to organization's rules.
11. Managing statistical reports of social media platforms for data analysis.

EXPERIENCE AND QUALIFICATIONS

1. Educational qualification: Bachelors in Mass Media
2. At least 2 years' of relevant work experience.
1. Fluency and typing in English and regional languages
3. Proven experience in the field of social/ digital media management

COMPETENCIES AND PERSONAL ATTRIBUTES

1. Excellent content creation skills (photo, video, text), writing skills, communication skills
2. Knowledge of marketing and good understanding of major online marketing platforms.
3. Adequate knowledge of web designing, web management, SEO (search engine optimization Openness to change and ability manage change and diversity.
4. Ability to work in large teams and enthusiasm for community engagement

SALARY AND EMPLOYMENT CONDITIONS

Salary will be based on qualifications, relevant experience and suitability to the role. The positions are based at various projects at SNEHA located in Mumbai.

APPLICATIONS

To be sent by **7th January 2017** via email to hr@snehamumbai.org with Subject line: **SNEHA_Social Media Coordinator.**