

## **Social Media Content Writer**

MyGov is the citizen engagement platform of Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in>.

MyGov is looking for Social Media Content Writer as Associate or Senior Associate level to join our team and will be required to measure the effectiveness of social media campaigns, monitor trends in social media and emerging trends/best practices and provide effective recommendations.

Social Media Content Writer responsibilities includes researching conversations across social media platforms and analysing trends. Ideal candidate should have proven skills in out of box thinking and have an eye for detail.

Ultimately, you'll be required to designing campaigns around key public policy initiatives that can be used across MyGov platforms, with a special focus on those that would appeal to citizens, and will help drive citizen engagement.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of initial contract period, regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for the Associate/ Senior Associate – Social Media Content Writer. Interested candidates may apply.

Last Date of Application: 1<sup>st</sup> July 2022

## **Social Media Content Writer**

**Designation:** Associate/ Senior Associate

**Position:** 1

### **Qualifications & Experience**

**Education:** Min. Graduate and should be fluent in working on Ms Office and Social Media platform

**Experience:** 3-4 Years of experience

### **Roles and Responsibilities:**

- Measure the effectiveness of social media campaigns
- Monitor trends in social media and emerging trends/best practices and provide effective recommendations
- Research conversations across social media platforms and analyze trends
- Generate reports based on social media tools on a regular basis

### **Additional requirements (Desirable):**

- Should have exposure to social media tools
- Excellent multitasking, time-management, and communication skills
- Working knowledge of Facebook, LinkedIn, Twitter, Instagram, and other social media platforms and best practices
- Understanding of Public policy issues
- Good understanding of SEO principles