

Job Description _ Social Media Executive

ISDM is looking for a Social Media Executive to manage all its social media channels, campaigns and support team members to sustain an engaging audience experience and increase audience satisfaction. The Social Media Executive will also be responsible for researching and analysing social media trends, improving social media presence and campaign efficacy, and working with various departments to promote the overall brand through social media channels.

Organisation: Indian School of Development Management

Position: Social Media Executive

Location :NOIDA

Email ID: people@isdms.org.in



About ISDM:

ISDM is an institution founded to create, strengthen and establish Development Management, a domain that transcends the exclusive silos of Development perspectives and management principles. ISDM recognises the need to professionalise the Leading and Managing of Social Purpose Organisations (SPOs). The institution sees the development space as requiring the application of management disciplines that are unique and tailored to the scale of the sector. Management that doesn't merely retrofit Business Management to development projects, but one that is born specifically from the coming together of the two crucial domains.

www.isdm.org.in/development-management

About the job

The Social Media Executive will report to the Communication Expert and Associate Director- Dissemination.

The Social Media Executive will help coordinate with the appointed designer to develop creatives for social media posts, maintain clarity on pitch and creatives as per the social media calendar for the month, post the developed creatives with copy on the handles, search for appropriate stakeholders to tag.

ISDM is looking for a professional with 3-4 years of experience working on social media and digital platforms with a keen eye for content and trends. The ideal candidate will be a mass communication (or allied disciplines) pass out from esteemed institutions with 3-4 years of experience in the domains listed above.

Social Media Executive Job Duties:

- Oversee posting on all social media accounts
- Develop a draft pitch and draft copy for all posts across handles for social media
- Keeps track of #s and trends on allied subjects for expanded branding and engagement for ISDM
- Develops engaging, creative, innovative content for posts as per monthly calendar that is finalised in consultation with the Social Media group
- Coordinates social media messaging
- Keeps track of and audits the tracker and analysis for social media handles
- Works with other departments to develop