

Social Media Manager – Gujarati

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

MyGov is looking for a Social Media Manager – Gujarati who is responsible for managing the social media accounts for the specified state language, overseeing the creation and timely publication of relevant and engaging content. The role involves both translation and original content creation in the state language. Key requirements include creativity, innovative thinking, and effective communication skills.

An ideal candidate should be proficient various social media platforms, capable of creating content primarily in Gujarati. The candidate should also be proficient in English and Hindi, with strong skills in reading and writing Gujarati. Preference will be given to candidates with certification in the Gujarati language.

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 a 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 the initial contract period, a 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 a Social Media Manager - Gujarati.

Interested candidates may apply online: <https://forms.gle/VKZN5zAy4vFLQ3FF9>

Position: Social Media Manager - Gujarati

No. of Position(s): 1

Qualification: Bachelor's degree in any discipline

Years of Experience: Min. 2 years of experience

Roles & Responsibilities:

- The resource will manage the state social media accounts of MyGov for the Gujarati language.
- The Social Media Manager would generate, edit, publish, and share engaging content on social media platforms daily (e.g., text, infographics, videos etc.).
- Design and implement social media strategies to align with MyGov's goals and objectives, and amplify posts based on the target audience.
- Communicate with followers, respond to queries in a timely manner, and monitor comments, feedback, and reviews on social media platforms.
- Suggest and implement new ideas to disseminate information related to government schemes through promotions, competitions, and campaigns.
- Stay up-to-date with current technologies and trends in social media, design tools, and applications.
- Coordinate with MyGov internal teams to create event-based posts and content in Gujarati for the target audience.
- Proofread and edit content to ensure high-quality social media posts as per MyGov's requirements.
- Monitor social media accounts, track, and report insights (traffic, engagement, shares, conversion rates, etc.) to MyGov.
- Collaborate with the content team to ensure social media posts accurately convey the source language meaning; edit, rewrite, and restructure content as needed.

Qualifications:

- Graduate with experience in managing social media and proficiency in Gujarati.
- The state language is Gujarati. Candidates who have certification in the state language will be preferred.

Requirements:

- Work Location: Delhi.