

Social Media Content Writer/Reel Creator

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 Social Media Content Writer/Reel Creator. In this critical role, you will be responsible for creating engaging and effective content for various social media platforms while meeting demanding deadlines. Your primary focus will be on writing, editing, and publishing content about government ministries and schemes for multiple audiences. The ideal candidate will have excellent creative writing skills, experience in writing for the web, and a strong understanding of SEO and social media metrics. An ideal candidate should have work experience in developing and implementing creative strategies that align with MyGov objectives and guidelines.

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 Content Writer/Reel Creator.

Interested candidates may apply in this form.

Position: Social Media Content Writer/Reel Creator

No. of Position(s): 1

Qualification: Bachelor's or Master's degree in any discipline.

Years of Experience: 2-4 years of experience

Roles & Responsibilities

- Ideate, plan, and write authentic, well-researched content for tweets, infographics, and short-form videos across all social media platforms, with inputs from other teams and the CEO.
- Ensure high audience engagement through excellent creative writing skills.
- Create engaging content targeting young audiences.
- Have good knowledge of government schemes
- Implement best SEO practices and understand social media metrics (traffic, engagement, conversion rates).
- Utilize smart communication techniques to boost engagement.
- Write for and promote quizzes, promotions, and competitions.
- Maintain strict standards for fact-checking and writing – we are a zero-false information, zero-grammatical error organization.

Qualifications/Experience:

- Proven work experience in a similar position at a communications/news agency, portal, or channel.
- Social sector, government, or policy think tank experience is preferred; advertising copywriters are welcome to apply at junior levels.
- Strong video skills – the ability to write scripts for Instagram Reels is a must.
- Working knowledge of SEO, keyword research, and analytics tools

Requirements

- Work Location: Delhi.