

Terms of Reference (ToR)
Social Media Expert – (DoHE)

Department of Higher Education, Ministry of Education seeks to onboard a Social Media Expert and is seeking resumes from qualified candidates for the post purely on contractual basis. Suitable qualified candidates are invited to mail a copy of their bio data in advance on the email id: hrhelpdesk@edcil.co.in. The 'Social Media Expert' is purely on a contractual basis.

Position Title	Social Media Expert – Department of Higher Education
Number of Positions	02
Place of Work	Delhi-NCR
Eligibility Criteria	
Minimum Qualification	Bachelor's degree in journalism, communications, marketing, or a related field with knowledge of public relations, communications, etc.
Minimum Experience	3 years or more of Post Qualification work experience
Age Limit	Upper Limit 45 as on the last date of application submission

Desired Skill:

- Bachelor's degree in journalism, communications, marketing, or a related field.
- 3 or more years of social media experience including planning and managing content in a corporate, or agency setting.
- Excellent written and verbal communication skills and must have a thorough understanding of social media management and strategy.
- Experience using various analytics software.
- Working knowledge of HTML and CSS.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to work in a fast-paced, high-pressure environment.

Roles and Responsibilities:

- Developing social media content plans that are consistent with the company's brand identity.
- Creating consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.

- Managing a high volume of daily social media posts.
- Communicating with social media followers, including responding to queries in a timely manner.
- Developing and managing social influencer programs and attending social influencer events.
- Using analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate the company's social media presence and performance.
- Preparing monthly reports on social media marketing efforts.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media.
- Performing other duties when needed.

Other Terms and Conditions:

- In case of resignation, one month's notice period to be served by the candidate.
- Should be ready to travel within and outside of India based on requirement.

Miscellaneous:

- The place of Interview is: EdCIL (India) Limited, Plot No. 18A, Sector 16A, Film City, Noida, UP, 201301.
- The candidates shall report at the place of interview from 10:30 a.m. - 02:30 p.m. on 15.02.2024.
- This interview is being held for walk-in candidates only.
- Candidates shall possess proof of qualification & experience at the time of interview.
- Merely appearing for interview will not guarantee selection for the contractual position.