|  |  |
| --- | --- |
| **Designation:** | Social Media Marketing Officer |
| **Job Department:** | Communication Education Public Awareness & Advocacy |
| **Experience:** | 1 year (Minimum 6 month of experience) |
| **Reporting:** | CEO - CanKids & Senior Manager – CEPAA |
| **Industry:** | NGO/Development Sector |
| **Qualification:** | Graduate in Journalism/ Mass Media/ Digital Marketing OR related fields, with at least 1 year of experience in the digital space. |
| **Employment Status (Permanent/part time/ contractual):** | Permanent |
| **Job Location:** | New Delhi, Head Quarter |
| **CTC** | 18,000-25,000 per month |
| **No of Vacancies** | 1 |

**ROLE DESCRIPTION:**

Running and managing Search engine marketing (Google ad words, Bing and YSM), Social media marketing (Facebook, Twitter, Instagram, LinkedIn, and YouTube), Email Marketing (Affiliates, Aggregators, 3rd Party email databases), Programmatic Marketing, Native marketing, Mobile advertising for the purpose of promoting the brand Cankids..KidsCan across digital marketing channels.

**DEPARTMENT DESCRIPTION:**

Communication Education Public Awareness & Advocacy department is responsible for all the activities including media campaigns, public speaking, commissioning and publishing research and creating awareness about cancer through various events, website, social media etc.

**COMPETENCIES/ SKILL SET:**

* Should have excellent communication skills both written as well as oral.
* Should have a creative mind.
* Should have updated knowledge of the current trends in the digital field.
* Skills for managing Blog, V-blog, Website, Newsletter, Social media page.
* Knowledge of Video creation and editing.
* Team Player.
* Should be sensitive to the cause of the organization.
* Demonstrate the ability to take initiatives.
* Willing to travel outstation if required.