

# ASSOCIATE'S JOB DESCRIPTION, KEY RESPONSIBILITY AREA AND KEY PERFORMANCE INDICATORS

## Social Media Officer

### Job Description

We seek a creative and strategic Social Media Officer to lead the charge in driving digital campaigns that raise awareness and amplify our clients' work on child protection and child rights issues. The ideal candidate will be skilled in crafting and executing social media strategies that engage audiences, optimise platform performance, and leverage new media technologies. You will be responsible for managing influencer collaborations, executing paid social campaigns, and ensuring our clients' messages resonate across all digital channels.

If you're passionate about using social media to drive meaningful change and have a strong grasp of platform dynamics, advertising tools, and community building, we'd love to have you join our team.

### Key Responsibilities:

- **Execution:** Develop and implement social media strategies that elevate child protection and child rights causes, enhance client visibility, and engage audiences across multiple digital platforms
- **Content Creation:** Oversee the creation of impactful, visually compelling content tailored for various social media platforms. Ensure that messaging aligns with client objectives and is optimized for audience engagement
- **Platform Optimization:** Regularly analyse and refine strategies to ensure all social platforms are performing at their best, leveraging data insights and staying updated on the latest trends and algorithm changes
- **Influencer Marketing:** Identify, engage, and manage influencer partnerships to amplify client causes and enhance brand credibility in the child rights space
- **Paid Social Campaigns:** Design and manage paid social media campaigns, from audience targeting and budget management to performance tracking and optimization
- **Community Building:** Foster and nurture active, engaged online communities, responding to comments, facilitating discussions, and encouraging advocacy
- **Analytics & Reporting:** Monitor, analyse, and report on the performance of all digital campaigns. Provide insights and recommendations to clients for continuous improvement
- **Client Collaboration:** Work closely with non-profit clients to understand their mission and goals, translating them into effective social media strategies that achieve measurable results
- **Innovation:** Stay ahead of industry trends, exploring new technologies, platforms, and tools to ensure organization's clients are at the forefront of digital advocacy.

Qualifications:

- Proven experience as a Social Media Executive/Officer, ideally with a background in advocacy, non-profit, or social causes.
- Strong knowledge of social media platforms (Instagram, Twitter, Facebook, LinkedIn, YouTube, etc.), including paid social media advertising and influencer marketing.
- Exceptional writing, editing, and storytelling skills, with an ability to adapt tone and style for different audiences.
- Experience in content creation, including overseeing graphic design, video, and written content.
- Solid understanding of analytics tools (e.g., Google Analytics, Facebook Insights) and the ability to translate data into actionable insights.
- A passion for social justice, child rights, or advocacy work.
- Ability to manage multiple projects and clients in a fast-paced environment.
- Collaborative mind-set with strong communication and interpersonal skills.

Please share your resume at: [contact@pmspl.net.in](mailto:contact@pmspl.net.in)