**JOB CODE:114 TITLE: Social Media Manager LAST DATE: 24/07/2023**

Total No. of Posts : 1

Gender : Female / Male

Remuneration : Rs. 28,000 - 30,000/- per month (Consolidated)

Type : On contract for 3 months,

extendable upon mutual agreement

**Job Description:**

* Developing and implementing social media strategies to promote and enhance the Museum on Wheels exhibitions, visits, impact along with the exhibitions, events, and programs at the Museum.
* Effectively engage with online communities, foster a positive online presence, and drive visitor engagement and participation across various social media platforms.
* Work closely with the education, curatorial and other teams at the Museum to ensure a cohesive and compelling digital presence is maintained.

**Essential Qualification:**

* Bachelor's degree in marketing, communications, digital media, or a related field (or equivalent work experience).
* Proven experience as a social media manager or digital marketer, preferably in the cultural or museum sector.
* Excellent written and verbal communication skills, with a keen eye for detail and the ability to adapt content for various platforms and target audiences.
* Proficiency in social media management tools, analytics platforms, and scheduling software.
* Strong knowledge of various social media platforms, their algorithms, and best practices.

**Essential Skills:**

* Creativity and a passion for developing compelling visual and written content.
* Familiarity with cultural and museum spaces, exhibitions, and programs.
* Ability to work independently, manage multiple projects simultaneously, and meet deadlines.
* Knowledge of digital marketing trends is a plus.
* Basic graphic design and video editing skills are desirable.

**APPLICATION PROCEDURE**

Interested candidates may send CV with photograph on or before July 24, 2023 to The Assistant Director (Admin) on the above-mentioned address. Kindly superscribe the envelope with the post applied for (Job Code 114 Social Media Manager) **OR** email your CV mentioning (Job Code 114 Social Media Manager) in the Subject line on [recruitmentcsmvs@gmail.com](mailto:recruitmentcsmvs@gmail.com)

The decision of the Board of Trustees in the matter shall be final and they shall not be obliged to give any reasons for the same.