

Job Title: Social Media Strategist

Location: New Delhi, India

Organization: Muskaan-PAEPID

Employment Type: Full-time, On-Site

Application Link: [Apply Here](#)

About Muskaan:

Muskaan-PAEPID was started in 1982 by parents and professionals with the intention of filling up a void in required services and facilities for children and adults with intellectual disability (ID) and their families. Muskaan and is well known for its pioneering work in the field of providing training and work opportunities to adults with ID. Family support, assisted living, awareness and advocacy are other areas of work of the organization. After receiving training in various skills, our students work within Muskaan in distinct units like stationary, bakery etc. creating products, available for the outside world to buy. Students have also been able to secure employment outside Muskaan with partner organizations in various industries.

Job Summary:

Muskaan is seeking a creative and strategic resource to manage and enhance our social media presence. The ideal candidate will be responsible for creating, curating, and managing all published content across various platforms to build meaningful connections, increase engagement, and promote the mission of Muskaan. The role requires a deep understanding of social media trends, content creation, and the ability to communicate Muskaan's vision and impact effectively.

Key Responsibilities:

- **Content Creation:** Develop, curate, and manage high-quality content (text, images, video) for Muskaan's social media platforms including Facebook, Instagram, LinkedIn, Twitter, and others.
- **Social Media Strategy:** Implement and optimize a social media strategy aligned with Muskaan's goals to enhance our reach and engagement.
- **Community Engagement:** Engage with followers, respond to inquiries, and foster relationships with key audiences to build a strong online community.
- **Analytics & Reporting:** Monitor, analyze, and report on the performance of social media campaigns, using insights to refine strategies and improve results.
- **Brand Consistency:** Ensure consistent messaging and branding across all social media platforms in alignment with Muskaan's mission and values.
- **Collaboration:** Work closely with various Teachers and satellite centres of Muskaan for best representation of our programs
- **Social Media Advertising:** Manage social media campaigns, including budget allocation, ad creation, targeting, and performance analysis.

- **Trend Monitoring:** Stay up-to-date with the latest social media trends, tools, and best practices, and apply them to enhance Muskaan's social media presence.
- **Compliance:** Ensure all content adheres to Muskaan's policies regarding the privacy and dignity of our students and the broader community.

Qualifications:

- **Education:** Bachelor's degree in Communications, Marketing, Journalism, or a related field. Equivalent work experience will also be considered.
- **Experience:** 1+ years of experience managing social media platforms.

Skills:

- Proficiency in social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.).
- Strong content creation skills, including writing, photography, and video editing.
- Excellent communication and interpersonal skills.
- Ability to analyze data and use insights to drive social media strategies.
- Creative mindset with a passion for storytelling and community engagement.
- Knowledge of social media management tools and analytics tools (e.g., Google Analytics, Facebook Insights).
- Familiarity with SEO, web traffic metrics, and best practices in social media marketing.

Preferred:

Individual with a Passion for working with an organization that advocates for the Disability Rights.