

Job Title: Associate Manager- Social Media

Location: Delhi

Department: Communications

Reports to: Associate Director- Communications

Job Type: Full-time

Role Overview

The Satyarthi Movement for Global Compassion (SMGC) is looking for a talented and driven Associate Manager- Social Media to join our team and work closely with the Associate Director- Communications. The ideal candidate will have an in-depth understanding of social media platforms and SEO. This role requires a proactive individual who can engage with the Associate Director- Communications regularly and lead the social media content creation, marketing & analysis, SEO, and email marketing.

About Satyarthi Movement for Global Compassion (SMGC)

The Satyarthi Movement for Global Compassion aims to globalise compassion and ignite 'compassionate action' and 'compassionate leadership' in the world to ensure justice, equity, peace and sustainability for all. SMGC aims to create a paradigm shift in social transformation and meaningful impact at scale through power of compassion.

We focus on creating 'Compassionate Communities', extensive research and training, experiential learning, and high level dialogues and conferences. SMGC encompasses grassroots activists, youth leaders, Nobel Laureates and global changemakers from all walks of life. Our Core Values are Compassion, Excellence, Honesty, Courage and Humility.

Key Responsibilities

Social Media Management

- Develop and implement comprehensive social media strategies for SMGC and Nobel Laureate, Mr. Kailash Satyarthi, in alignment with organizational goals.
- Create engaging monthly and weekly content calendars tailored to organizational events, campaigns, and key initiatives.
- Design and execute targeted social media campaigns to connect with diverse stakeholders, including corporates, influencers, SMGC community leaders, and the general public.
- Write compelling, audience-specific post copies for all platforms (Instagram, Facebook, LinkedIn, and X) and actively manage user interactions. Develop content for YouTube and explore potential collaboration opportunities.

- Regularly analyze performance metrics (follower growth, engagement rates, impressions, etc.) and recommend improvements to optimize results.
- Monitor emerging trends, platform updates, and competitor activity to ensure SMGC maintains a cutting-edge digital presence.
- Closely work with the video editor and graphic designer to create and update interactive, high impact visuals for social media.
- Coordinate with internal departments to gather stories, visuals, and updates that enrich social media.
- Ensure that all content, images, creatives and films align with the SMGC brand and visual identity guidelines

SMGC Website Management and SEO

- Liaise with the external service provider to ensure timely updates and smooth functionality of the SMGC website.
- Conduct periodic audits to ensure an error-free website and enhance website performance, navigation, and user experience.
- Identify high-impact keywords to improve SEO rankings and implement strategies to drive organic traffic.
- Collaborate with internal teams to align website messaging with social media campaigns.
- Partner with internal teams to produce storytelling campaigns that highlight SMGC's impact, projects, and mission.

Email Marketing

- Develop and disseminate regular newsletters and mailers for partners, supporters, and donors of SMGC and the Kailash Satyarthi Children's Foundation.
- Leverage email marketing tools to create professional, visually appealing newsletters using HTML coding.
- Analyze email marketing metrics (open rates, click-through rates, engagement, etc.) to refine future campaigns and maximize impact.

Desired Skills and Qualifications

- Bachelor's degree in Digital Marketing, Social Media Marketing, Communications, or related fields.
- 3-5 years of experience in social media management, SEO, and digital marketing.
- Proficiency in email marketing platforms (Mailchimp, Constant Contact) and basic HTML coding.
- Familiarity with analytics tools (Google Analytics, social media insights) and SEO tools.
- Exceptional communication skills with a strong command of English and Hindi.
- Creative thinker with an eye for design and the ability to translate complex ideas into compelling visuals.

Number of Vacancies: 1

Location: New Delhi

To apply for this job, write to recruitment@satyarthimovement.org along with your CV and Cover Letter.

To know more about SMGC, you can visit the below links:

SMGC Website: <https://satyarthimovement.org/>

SMGC Concept Note: <https://heyzine.com/flip-book/2e5610292d.html>

Introductory Video: <https://www.youtube.com/watch?v=Wq5T0jR9J4c>

LinkedIn: [Satyarthi Movement for Global Compassion](#)

Instagram: [SMGC Official](#)

Facebook: [SMGC Official](#)

Twitter: [SMGC Official](#)

SMGC is an equal opportunity employer. We encourage candidates from diverse backgrounds to apply.