

Last Date to apply extended till 13th August, 2021



ARUN JAITLEY NATIONAL INSTITUTE OF FINANCIAL MANAGEMENT
(An Autonomous Body under Ministry of Finance)
Sector – 48, Pali Road
Faridabad-121001

URGENT REQUIREMENT

Arun Jaitley National Institute of financial management (AJNIFM) is looking for an experienced and creative **Social Media Specialist (on a contractual basis)**, who will be responsible for developing and implementing the Institute's social media marketing strategy in order to increase its online visibility, presence and awareness amongst aspirants for joining various long term and short term training programs, being conducted by AJNIFM.

Job Responsibilities

The followings are expected job responsibilities from **Social Media Specialist**:

- Responsible for creating and administering content on all social media platforms, such as Facebook, Twitter, LinkedIn, Instagram, Google+ and other social media best practices, to build an audience and ensure customer engagement.
- Monitor site metrics, respond to reader comments, and oversee creative design.
- Create content that resonates with the interests of the intended audience, and unique to the typical interactions of each channel.
- Understands social media metrics and can use the information to ensure the social media strategy is achieving its goals.
- Responsible for developing strategy, community management, creative directing, copywriting, customer service, and analyzing data.
- Identifies, builds, and nurtures relationships within the social channel community.
- Focuses on the logistics of delivering content to various social channels, such as managing a content calendar, writing copy, scheduling posts, etc.
- Impart training to existing personnel of IT Section of AJNIFM

Essential Educational Qualification

Candidates who have a bachelor's degree in business management, marketing, media and communication, public relations and digital marketing can apply for a job as a **Social Media Specialist**.

Desirable Qualification

Candidates having either or more than one of the following Certification will be given preference:

- Hootsuite Social Marketing Certification
- HubSpot Academy Social Media Certification,
- Social Media Strategist Certification and
- Facebook Blueprint.

Skills Required

Some of the below listed skills will be considered as an added advantage:

- Technical ability
- Time management
- Communication Skills
- Analytics
- Creativity
- Customer service
- IT Skills
- Interpersonal skills
- Problem-solving skills
- Project management skills
- Understanding of SEO and web traffic metrics.
- Good understanding of social media KPI's
- Familiarity with web design and publishing

Work Experience

- 2-3 or more years of social media experience including planning and managing content in a corporate, or agency setting.
- Excellent written and verbal communication skills and must have a thorough understanding of social media management and strategy.
- Experience using various analytics software.
- Working knowledge of HTML and CSS.
- Multi-tasking and time-management skills, with the ability to prioritize tasks.
- Ability to work in a fast-paced, high-pressure environment.
- Content writing and innovative thinking for promotion of activities.

Pay Scale/Salary & Terms of Appointment

- Appointment will be purely contractual and tenure track posts. Initially for 3 months and may be extended as per the requirement and / or performance. The service may be terminated anytime without assigning any reason. (S)he will not claim for regular appointment in AJNIFM.
- Consolidated remuneration will be in the range of Rs.25,000 – 35,000 depending upon experience, competence & suitability.
- Attending Office at least five days a week, whereas on emergency, (s)he has to attend office on Saturday & Sunday.
- Governed by the rules and regulations of AJNIFM.

Application along with complete and upto-date qualification and experience documents, may be sent to the Chief Administrative Officer, AJNIFM by 16.07.2021. Application received after last date or other-wise found incomplete will not be considered. While forwarding the application, it may also be verified and certified that the particulars furnished by the applicant are correct.

(D. K. Chawla)
Chief Administrative Officer