

Social Media Manager



Project: Punjab Leadership & Development Initiative

Location: Mohali

Role Type: Full-time (in-office)

About the Initiative

This initiative is a people-centric platform dedicated to rebuilding the region's social strength through dialogue, research, and collective service. We strive to unite individuals across religions, professions, and generations. The organization focuses on addressing 17 key challenges shaping the region today, including unemployment, drug abuse, migration, education, environment, and governance. Through structured community dialogue and citizen-led action, we work to catalyze practical, people-first solutions for the future.

Role Overview

The Social Media Manager will be the digital voice and chief community builder for this initiative. This role focuses on mobilizing positive energy, fostering informed dialogue, and translating research and field work into engaging, shareable content across all major digital platforms. This is a role for someone who understands both algorithms and emotions—someone who can balance analytics with authenticity.

Key Responsibilities

1. Strategy and Content Planning

- Develop and implement a social media strategy aligned with the initiative's mission and campaign calendar.
- Create monthly content plans that highlight stories, dialogues, events, and key social issues.
- Ensure the digital voice of the organization remains consistent, credible, and rooted in cultural sensitivity.

2. Content Creation and Management

- Oversee daily content creation: posts, videos, reels, infographics, and community stories.
- Collaborate with the Graphic Design and Research teams to translate ideas and data into engaging social narratives.
- Write impactful captions, headlines, and campaign messages in English and Punjabi.
- Curate authentic, story-driven content that reflects on-the-ground realities and citizen experiences.

3. Community Engagement and Growth

- Build and manage active online communities across platforms (Instagram, LinkedIn, Facebook, X, YouTube).
- Respond to comments, messages, and feedback promptly to foster dialogue and trust.
- Identify digital volunteers, influencers, and cultural voices who can contribute to the movement.
- Run small engagement campaigns and challenges to involve youth and local communities.

4. Analytics and Reporting

- Monitor social media performance using insights and analytics tools.
- Prepare monthly reports highlighting reach, engagement, growth, and audience trends.
- Recommend improvements and innovative formats to strengthen digital impact.

5. Collaboration and Coordination

- Work closely with the communication, field, and research teams to ensure consistent messaging.
- Coordinate live coverage of field events, community dialogues, and campaigns.
- Manage digital archives, hashtags, and online documentation for long-term storytelling.

Preferred Background and Skills

- Experience: 1-2 years of experience in social media management, digital marketing, or campaign communication.
- Education: Education in Mass Communication, Journalism, Digital Marketing, or related fields.
- Platform Mastery: Proficiency in managing content for platforms like Instagram, LinkedIn, Facebook, and YouTube.
- Language: Strong writing and visual storytelling skills in English and Punjabi (Proficiency in Punjabi, Hindi)
- Tools: Familiarity with design and video tools (Canva, Adobe Suite, CapCut, etc.) preferred.
- Strategic Thinking: Ability to think strategically, plan content calendars, and adapt tone for diverse audiences.
- Context: Awareness of the region's social issues and interest in civic movements or cultural storytelling.
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What You'll Gain

- Opportunity to lead digital storytelling for one of the region's most meaningful social initiatives.
- Exposure to grassroots narratives, civic engagement, and cultural revival initiatives.
- Collaboration with experienced communicators, designers, and researchers.

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