

Content Writer and Social Media Coordinator, Sports (Position-1)

Job Location: Guwahati

Closing Date: 15th April 2018

Salary offered: Negotiable

Centre for Microfinance and Livelihoods (CML), an associate organisation of Tata Trusts, is involved with implementation of grassroots sports initiatives like academies, centres for excellence and leagues across the North East in collaboration with other Tata Trusts associate organizations. As Tata Trusts and its associate organisations embark on a journey to reinvent the sporting landscape of the North East, the need for promotion of the same is of paramount importance. To help reach a broad audience, especially the youth, CML is looking for a content writer, who is also adept at social media, to help its cause.

Tata Trusts are amongst India's oldest, non-sectarian philanthropic organisations. The Trusts have played a pioneering role in transforming traditional ideas of charity and introducing the concept of philanthropy to make a real difference to communities. Through grant-making, direct implementation and co-partnership strategies, the Trusts support and drive innovation in the areas of natural resources management; education; healthcare and nutrition; rural livelihoods; enhancing civil society and governance; media, arts, crafts and culture; and diversified employment.

Brief Job Description

- Contribute content for all organisation publications/digital platforms
- Proofread and edit content before publication
- Maintain database of project details, images and videos that could be used for publications
- Conceptualise and create engaging text, image and video content for all activities and for all social media platforms
- Design posts to generate and sustain readers' curiosity and create buzz around events
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Train co-workers to use social media in a cohesive and beneficial way
- Research audience preferences and discover current trends
- Measure web traffic and monitor SEO
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Facilitate online conversations with audience and respond to queries
- Suggest new ways to attract prospective audience, like promotions and competitions

Requirements

- Proven experience of handling content and social media for an organization
- Expertise in multiple social media platforms
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and act proactively

- Excellent communication skills
- Multitasking and analytical skills
- Bachelor's degree in Marketing, Communications or relevant field
- Certification in Social Media Marketing or similar preferred
- Knowledge of and/or interest in sports, especially football, preferred

Interested and suitable candidates may send their updated resume and a cover letter explaining one's interest and suitability for the position to cmladmin@tatatrusters.org 15th April 2018.

Only shortlisted candidates will be contacted.