

JOB DESCRIPTION

Position: Social Media Manager

Location: Sonapat, NCR of Delhi.

CTC: 3.6 - 3.8 Lakhs per annum

Experience Required: 1-2 Years

ABOUT US

Rishihood University (RU) has been established under The Haryana Private Universities (Amendment) Act, 2020 and is empowered to award degrees as specified in section 22 of the UGC Act, 1956.

Rishihood University is India's first and only impact university. 'Impact' is the living spirit of Rishihood. The purpose of education envisioned by the thought leaders of our civilization and that which has motivated the founders to build Rishihood University is beyond just awarding degrees and jobs. The purpose of education is to achieve the highest potential in a learner i.e., Rishihood. Rishihood University provides a unique mix of globally relevant education that is rooted in Indian ideas, quality education that is affordable, and multi-disciplinary exposure with the cutting-edge skills of a specialist. To achieve this outcome, education cannot be limited to the classrooms. RU is a fully residential campus where living and learning seamlessly integrate throughout the day. RU faculty and learners have active participation with society, industry, researchers, entrepreneurs, and policymakers. This keeps the learning at RU focused on solving the biggest challenges faced by humanity and prepares our learners for the real world. It is time India builds universities driven by a higher purpose, that have a strongly committed board to back it, and that redefine the way education is imparted both within and outside the classroom. Rishihood is a bold initiative to fulfil this idea. Hence, we are looking for like-minded founding faculty members at Rishihood University.

A Social Media Manager helps to organically increase exposure through social media platforms. They work alongside a specialized team to reach the brand's goals. From creating monthly editorial calendars to using marketing strategies to deliver your brand's message in creative ways - through building influential personal profiles or organizational reach, a Social Media Manager is the link between the university and our social media followers. More than just attracting new customers, a Social Media Manager analyzes data to determine which initiatives work best and capitalize on this information to continue scaling our work.

RESPONSIBILITIES:

- Oversee day-to-day management of campaigns and ensure brand consistency in copy through tone, voice and terminology.
- Facilitate scaling brand and company awareness through various social media channels.
- Work with the brand to create and implement social media strategies by building the influencers and the organization's profile
- Supervise all aspects of social media interaction between users and the organization
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube and LinkedIn
- Ensure progress on all platforms by using analytical tools such as Google Analytics and others
- Oversee the creation and implementation of the monthly editorial calendar which includes monthly sales objectives and initiatives.

Those interested in this role, please fill the form: <http://shorturl.at/cqzM4>