

## **Social Media Analyst**

MyGov is the citizen engagement platform of the Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under the Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in> .

MyGov is looking for Social Media Analyst as Young Professional or Associate role to join our team and will be required to measure the effectiveness of social media campaigns, monitor trends in social media and merging trends/best practices and provide effective recommendations.

Social Media Analyst responsibilities includes researching conversations across social media platforms and analysing trends. Ideal candidate should have proven skills in out of box thinking and have an eye for detail.

Ultimately, you will be required to designing campaigns around key public policy initiatives that can be used across MyGov platforms, with a special focus on those that would appeal to citizens, and will help drive citizen engagement.

**You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.**

**After successful completion of the initial contract period, a regular contract will be given.**

**Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Social Media Analyst.**

**Interested candidates may apply in this form.**

<https://forms.gle/8qJne9QtZnFZM5hu8>

**Social Media Analyst**

**Designation:** Young Professional/Associates

**Position (s):** 4

**Qualification:** Min. Graduate and should be fluent in working on MS Office and social media platforms

**Experience:** 0-3 years of experience and should be comfortable to work in shifts.

**Roles & Responsibilities:**

- Measure the effectiveness of social media campaigns.
- Monitor the trends in social media and emerging trends/best practices and provide effective recommendations.
- Research conversations across social media platforms and analyse trends.
- Generate reports on social media tools on a regular basis.

**Additional Role Requirements:**

- Should have exposure to social media tools.
- Excellent multi-tasking, time management, and communicational skills.
- Working knowledge of Facebook, LinkedIn, Twitter, Instagram, and other social media platforms and best practices.
- Understanding of public policy issues.
- Good understanding of SEO principles.