

Name of the Position: **Outreach Specialist**

Duration: Initially for one year and may be extended

Salary: Rs. 50,000/- per month

Age: Not exceeding 35 years

Walk-in Interview-cum-Skill Test

Date: 27th April 2022 at MANAGE, Rajendranagar, Hyderabad

Essential Qualification and Experience:

- A First Class Post-graduate Degree or its equivalent Degree in Agricultural Extension / Agricultural Communications / Media Studies / Communication & Journalism / Development Communication from a reputed University / Institute.
- Two (2) years of experience in social media management or as an outreach expert in any national and international organization / institute of repute in public, NGOs and private sectors dealing with research and developmental activities in the areas of agriculture, natural resources, education, community development and health.
- Candidate with work experience in Web Journalism, New Media, Development Journalism and Communication activities is preferred
- Good communication, writing skills in creating compelling content to feed into different social media platforms
- Good in using techniques and tools for sharing information on Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, YouTube and other social media
- Good social media strategies and digital marketing skills to maximize Institutional outreach to its stakeholders
- Good practical knowledge of editing scientific and technical literature, research articles, preparation of newsletters / bulletin and reports.
- Able to quickly grasp the key points from the deliberations of meetings, discussions, conferences, workshops and able to prepare press notes and digital content instantly for print, electronic and social media.
- Ability to convert lengthy content / information into easily understandable infographics, graphs and other visual presentation formats to be suitable for social media platforms
- Computer literacy and ability to work efficiently in MS Office tools, Internet and able to generate documents on his / her own with reasonable speed.

Job Description:

- Work closely with Ten MANAGE Centers to ensure free flow of information to share on social media platforms
- Design and implement outreach / communication strategy to disseminate information and communicate effectively with all stakeholders
- Maintain and monitor social media accounts of MANAGE
- Preparing digital content for different social media platforms instantly and share it quickly
- Preparing content for Institute's newsletters, e-bulletins, reports, press notes in time.
- Disseminate information strategically through social media platforms like Facebook, Twitter, Instagram, Blogs, LinkedIn, YouTube and integrate services
- Monitoring SEO and user engagement and suggest content optimization
- Developing monthly analytical reports on social media accounts and suggest improvements
- Any other duties assigned by the authorities.

Candidates are requested to attend the walk-in-interview on their own by **11:00 am on 27th April 2022** at MANAGE, Rajendranagar, Hyderabad. Candidates should bring qualification, age proof and experience certificates in original. Candidates without original certificates will not be allowed in the walk-in –interview. For more information on MANAGE, please visit: www.manage.gov.in