



National Institute of Agricultural Extension Management (MANAGE), Hyderabad

(An autonomous organisation of Ministry of Agriculture & Farmers Welfare, Govt. of India)
Rajendranagar, Hyderabad – 500030, Telangana, India

WALK-IN-INTERVIEW

Date: 29th September 2023 at MANAGE, Rajendranagar, Hyderabad

Name of the Position: **Outreach Specialist**

Duration: Initially for one year and may be extended

Salary: Rs. 50,000/- per month

Age: Not exceeding 40 years

Essential Qualification and Experience:

- A First Class Post-graduate Degree or its equivalent Degree in Agricultural Extension / Agricultural Communications / Media Studies / Mass Communication & Journalism / Development Communication from a reputed University / Institute.
- One year 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, and preparation of newsletters/bulletins and reports.
- Preparation of press notes of major events of the organization and liaise with print, electronic and social media platforms for publishing
- Able to create digital images, posters, infographics etc., by using suitable software tools and share on social media platforms
- 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 12 MANAGE Centers to ensure free flow of information to share on social media platforms
- Preparation of social media posting on a daily basis and post them on institute's accounts immediately.
- Design and implement outreach/communication strategy to disseminate information and communicate effectively with all stakeholders
- Maintain and monitor social media accounts of MANAGE
- Attend all institute's events to capture information for social media activities
- 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
- Able to work under critical situations to support social media activities
- Any other duties assigned by the authorities.

Candidates are requested to attend the walk-in-interview on their own by **10:00 a.m. on 29th September 2023** at MANAGE, Rajendranagar, Hyderabad. **Candidates should bring qualification, age proof and experience certificates in original compulsorily.** Candidates without original certificates will not be allowed in the walk-in interview. For more information on MANAGE, please visit: www.manage.gov.in