



Digital Content Specialist

Katha is looking for an articulate and driven Digital Content Specialist for its Digital Media team to craft content that drives change and engages audiences to join Katha's mission of making every child enjoy the pursuit of education and reading.

The Job Profile:

- Work with marketing and media team to craft excellent copy for various media collateral
- Take care of Katha's social media platforms and blogs
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Play a critical role in representing the "voice" of the organisation. Ensure integrated messaging and compatible branding and marketing in social media programs.
- Generate, edit, publish, and share content daily that builds meaningful connections and encourages conversations about education in India
- Create editorial and social media calendars based on short term and long term strategies
- Work to continuously improve initiatives by capturing and analysing the appropriate social data/metrics, insights, and best practices and then acting on the information
- Regularly report insights gained from social media monitoring to various project teams
- Provide content support to PR/communications agencies as and when required

Qualifications & Experience:

- Graduate/Post-Grad education in Public Relations/Communications/Marketing or related field preferred but not compulsory
- Drive and will to create content that inspires people and audiences to join and participates in Katha's mission
- At least 0.5-2 years of experience in writing and/or social media
- Exceptional writing and editing skills for a diverse range of purposes and formats, including print, online and social media
- A learner and a collaborative team player who is willing to tackle the unexpected, embrace change and work cooperatively in diverse groups and situations
- Excellent prioritisation, organisational, time management and project management skills as well as the ability to adapt to shifting priorities and work under pressure to meet deadlines.
- Exceptional attention to detail with ability to work under pressure in a high volume environment, execute multiple projects while meeting strict deadlines

Please send your resume to hr@katha.org with the title 'Digital Content Specialist' in the subject line. Applications of only the short listed candidates will be acknowledged.