



Rythmus Foundation

Job Description

Position Title:	Social Media Relation Officer
Key Responsibility:	- Develop and execute a social media strategy to build the NGO's brand, engage communities, and drive advocacy and fundraising goals. - Manage and grow the NGO's presence across key social media platforms (e.g., Facebook, X/Twitter, Instagram, LinkedIn, and YouTube). - Create, curate, and schedule compelling, platform-specific content (graphics, videos, stories, posts) that tells the NGO's story and inspires action. - Foster a vibrant online community by actively engaging with followers, responding to comments/messages, and encouraging user-generated content. - Monitor social media channels for trends, conversations, and potential crisis situations, providing timely responses and escalation. - Design and execute social media campaigns to support specific programs, emergency appeals, and awareness days. - Leverage social media advertising tools to target and acquire new supporters, donors, and volunteers. - Track, analyze, and report on key social media metrics (engagement, reach, conversions) to measure ROI and inform strategy. - Collaborate with influencers, partners, and digital ambassadors to amplify the NGO's message and reach new audiences.
Essential Skills	- Expertise in Social Media Platforms & Management Tools - Excellent Content Creation & Visual Storytelling - Community Management & Engagement - Social Media Analytics & Data Interpretation - Digital Campaign Management & Paid Social Advertising - Crisis Communication & Adaptability
Location	Remote
Qualification	Any Graduate / B.Com / M.Com, Any Other relevant degree
Exp. Required	04 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote