



Rythmus Foundation

Job Description

Position Title:	Social Media Influence
Key Responsibility:	• Develop and execute a compelling social media content strategy to amplify the NGO's mission and campaigns. • Create and share engaging, original content (posts, stories, reels, videos) that tells the organization's story and inspires action. • Grow and nurture an authentic online community by actively responding to comments and messages. • Represent the NGO at key events and on the ground, creating real-time, impactful content. • Collaborate with the programs team to accurately translate complex social issues into accessible and relatable messaging. • Utilize influencer marketing techniques to expand reach and partner with other creators for cross-promotion. • Monitor social media trends and analytics to optimize content performance and report on key metrics. • Use your platform to drive tangible results, such as fundraising, volunteer sign-ups, and petition signatures.
Essential Skills	• Exceptional written and verbal communication skills, with the ability to craft compelling narratives. • Proven experience in content creation, including proficiency in photography, video editing, and graphic design. • Deep understanding of major social media platforms (e.g., Instagram, TikTok, Twitter, Facebook) and their algorithms. • A genuine passion for the NGO's cause and the ability to communicate it with authenticity and empathy. • Strong community management skills to build trust and foster meaningful engagement. • Basic knowledge of social media analytics to track performance and inform strategy.
Location	Remote
Qualification	Any Graduate / B.Com / M.Com, Any Other relevant degree
Exp. Required	03 to 05 Years relevant experience.
Nature of Job	Full-Time / Part-Time / Contractual On-site / Hybrid / Remote