

Social Media Content Executive

- **Eligibility:**

Bachelor's Degree, with 1-3 years of Experience in Digital Content Creation, Social Media Management.

- **Job Description:**

- (1) Admission Campaign Content: Plan, Write, and edit reels specially for admission campaigns. Create impactful content that highlights University strengths and connects emotionally with prospective students.
- (2) New Ideas & Content Experimentation: Continuously bring new content ideas, keeps the University's digital presence fresh and engaging.
- (3) Manage Social Media Post (Day-to-Day posting): Plan and publish daily posts across platforms. Maintain consistency in content and ensure timely updates.
- (4) Reviewing Platform for Problematic Comment: Monitor comments and messages regularly. Handle negative or inappropriate interactions professionally.
- (5) Editing Images: Enhance images for better quality and engagement. Adjust colors, cropping, and layout as required.
- (6) Newsletter Photo Selection & Description Generation: Select the best image for newsletters and write engaging descriptions. Ensure content reflects events clearly and attractively.
- (7) Website Management & Media Quality Control: Manage website content including future events, photos, and videos. Ensure high-quality media is used across all pages while maintaining consistency in visual standards and branding.