

About Dhwani Foundation:

Dhwani Foundation is a Bengaluru based registered trust. Its primary objective is to improve the productivity & efficacy in the social sector, through organizational development programmes, technology enablers, system & process improvement and sectoral strengthening.

Our work is spread in Karnataka, Tamil Nadu, Odisha, Jharkhand and North-East of India, supporting close to 1500 grassroots NGOs through various initiatives.

Log on to www.dhwanifoundation.org for more details.

Position: Social Media Manager (Full time)

Purpose of the Job:

Own and implement the social media strategy of Dhwani Foundation across various digital platforms to create Brand awareness and increase engagements with the relevant audience. Improve efficiency from the insights drawn from the content performance.

Location: J.P Nagar, Bengaluru

Key Responsibilities:

- Develop and implement Dhwani Foundation's social media strategy.
- Distribute and optimize content on multiple social platforms, including but not limited to Facebook, LinkedIn, Instagram and YouTube
- Publish engaging content that aligns with the Dhwani Foundation's tone and style.
- Develop and manage social media campaigns to increase brand awareness and drive engagement.
- Analyse and optimize social media performance using analytics tools.
- Engage with Social media audience across all social platforms to explore partnerships and collaborations.
- Monitor and respond to inquiries and comments on social media platforms.
- Build and nurture relationships with influencers, bloggers, and relevant social sector professionals.
- Stay up to date with social media trends, best practices, and emerging social media platforms relevant to the social sector.
- Collaborate with cross-functional teams to ensure social media integration with other marketing initiatives of the organisation.

- Oversee effectiveness of Dhwani's Digital visibility building initiatives for our grassroots NGU partners.
- Help strategize and brainstorm future content and social initiatives.
- Create monthly reports tracking and analysing social media performance.

Experience:

- 2-3 years of experience in publishing or social media marketing
- Experience in the digital marketing industry is a plus
- Strong creative thinking, storytelling and content creation abilities
- Deep understanding into how social media platforms operate.
- Exposure in Nonprofit communications and relevant trends is a huge plus.
- Detail-oriented in writing, communication, and organization.
- Hands-on experience in managing social media campaigns and communities.
- Ability to analyse and interpret social media analytics.
- Strong attention to detail and organizational skills
- Ability to work effectively in a fast-paced, deadline-driven environment.

Salary Offered: Up to 6 Lakhs per annum

Application Process:

To apply for this position, send the CV and cover letter explaining why you think you are a fit for this position to careers@dhwanifoundation.org and copy mark to greg@dhwanifoundation.org
It is helpful if you share a link to your LinkedIn profile.

Only short-listed candidates will be contacted.