

BIHAR VIKAS MISSION

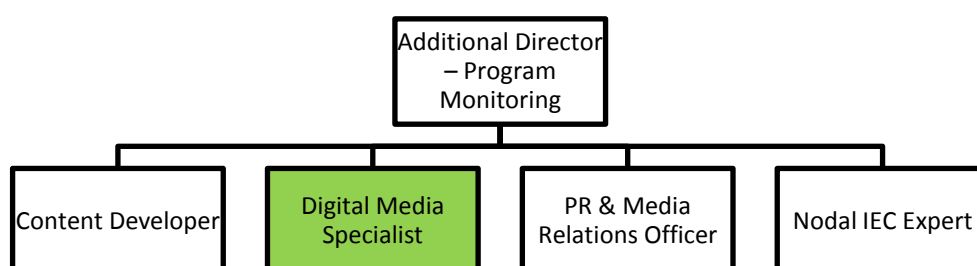
Job Description



1. General Information

Position Title:	Digital Media Specialist
Reports to:	Additional Director – Program Monitoring
Department/Domain:	Bihar Vikas Mission
Job Code:	

2. Organization Chart



3. Key Accountabilities

Digital Media Management

- Discuss digital media promotion plans and requirements with concerned BVM officials and guide the development of digital media content to meet those requirements
- Manage design of social media pages and profiles (i.e. Facebook profile, landing pages, Twitter handle, blogs etc.) ensuring alignment with State regulations and procedures
- Manage social media platform activities (Facebook, Twitter, LinkedIn etc.) in order to ensure that the organization is well promoted and that the promotions reach the target audience and enhance the image of State and BVM
- Create digital media content to promote and publicize State and BVM schemes, initiatives and success stories and ensure effective implementation
- Manage day-to-day planning and implementation of digital marketing campaigns across multiple platforms, including social media, display, video, mobile, website, search engine marketing and email
- Review all incoming content by analysing, interpreting and tagging digital/social media content (e.g. by topic, importance, sentiment) and share results with superior and other BVM stakeholders
- Integrate digital media plans and programs with traditional media programs within BVM to create cohesive marketing and PR plans
- Monitor emerging and ongoing online conversations and identify conversations that the organization should join or sustain and help concerned stakeholders understand why it's important to participate in associated engagements

Risk Mitigation

- Identify and assess potential risks, vulnerabilities, incidents, issues and situations that may lead to adverse digital and social media exposure and devise appropriate response and actions to mitigate risks
- Identify and detect a potential crisis on the rise and take adequate steps to minimize impact

BIHAR VIKAS MISSION

Job Description



- Escalate issues, as necessary, to specific individuals/ teams across the organization to ensure timely and effective resolution

External Communication

- Implement external communication policies and procedures for digital media to ensure alignment with Government guidelines of external communication
- Manage effective publicity on digital platforms in order to minimise adverse impact on State image and credibility

Reporting

- Gather relevant digital media data and provide insights to concerned State and BVM stakeholders, at request or at own initiative, regarding quantitative and qualitative developments of various schemes and initiatives through analysis of digital media activities, by means of periodical and ad hoc reports and / or analyses

Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account best practices, in order to facilitate cost optimization and productivity improvement

Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

Related Assignments

- Perform other related duties or assignments as directed and required

4. Qualifications and Experience

Essential

- Bachelor of Arts or other bachelor's degree or higher (full time) in Mass Communication / Branding / Journalism / Public Relations
- Minimum 2 years of post-qualification experience in digital media management (social media like Facebook, Twitter, LinkedIn, online websites, email, SEO/SEM and others)

Preferred

- Less than 40 years[#] of age as on 1st January 2019
- Experience in digital media management (social media like Facebook, Twitter, LinkedIn, online websites, email, SEO/SEM and others) in a reputed media organization (with broadcasting / coverage in more than 5 States) or in a private organization / multinational corporation
- Experience of working with state / central government organizations / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB) in a media management / digital media management role
- Bachelor of Arts or other bachelor's degree or higher (full time) in Mass Communication / Branding / Journalism / Public Relations from any of the institutes as published under the National Institutional Ranking Framework issued by MHRD* and / or QS World University Rankings, as updated from time to time

[#] Age limit for SC / ST (Male/Female) domicile / resident of Bihar – 45 years

Age limit for BC / EBC (Male/Female) domicile / resident of Bihar – 43 years

Age limit for General (Female) domicile / resident of Bihar – 43 years

* NIRF discipline wise rankings will be considered wherever available (like engineering, management and pharmacy in current rankings); for degrees not covered by the NIRF discipline rankings, NIRF

BIHAR VIKAS MISSION

Job Description



Colleges or Universities or Overall Rankings will be considered

5. Knowledge and Other Skills

- Creativity and innovative thinking
- Strong interpersonal and presentation skills
- Strong writing, editing, proof reading, layout and design skills
- Strong knowledge and understanding of trends, channels and practices in digital and social media
- Good knowledge of fundamentals of brand building & communication development

6. Competencies		Basic	Proficient	Expert
i.	Strategic/Innovative Thinking	✓		
ii.	People First	✓		
iii.	Consultation and Consensus Building	✓		
iv.	Initiative & Drive		✓	
v.	Problem Solving		✓	

Basic	Proficient	Expert
<i>Aware of principles and their application</i>	<i>Sufficiently competent to work alone</i>	<i>Competent to support and advise others</i>