



Job Description: Social Media Specialist

About the organisation

YLAC: Founded in 2016, [Young Leaders for Active Citizenship \(YLAC\)](#) aims to increase the participation of young people in the policymaking process and build their capacity to lead change. Our interventions are designed to equip citizens with a better understanding of the society they live in and the challenges that it confronts. The aim is to help young people broaden their perspective, think critically about their socio-political construct, tap their leadership potential and acquire skills to create long lasting impact. We currently run interventions in multiple cities in India, in addition to undertaking projects in civic engagement and public policy.

TQH: [The Quantum Hub \(TQH\)](#) was founded in 2017 with the express intent of supporting development organisations, businesses and policymakers with complex public policy problems in the dynamically evolving Indian ecosystem. We are based out of New Delhi and support clients along the entire cycle of policy formulation – from developing well-researched policy positions to building communications and advocacy strategies. We work across sectors such as tech policy, social policy and urban affairs. A detailed list of our engagements is available [here](#).

TQH and YLAC are two brands under the same umbrella organisation. Together, they aim to change India's governance ecosystem through concerted effort in policy research, advocacy and citizen engagement.

Description of our current and previous engagements

The team at TQH works on a diverse range of projects. We lead policy assignments for tech majors and work with industry bodies on emerging challenges in regulation. We also work with think-tanks and international development organisations on women's economic empowerment, political economy of health, urban governance, etc.

Through YLAC, we design and implement experiential learning programs for young people of different age groups (primarily 13-30) to build their understanding of privilege, policy making, social media advocacy, media literacy, etc. The team also works to strengthen research-based civic engagement and participatory governance by assisting offices of Members of Parliament, Members of State Legislatures, Government Ministries and institutions with research and advocacy on legislative and policy issues.

Role Description

We are looking for a specialist to develop and implement social media strategies for both our inter-connected brands – TQH and YLAC. As part of this role, you'll be responsible for:



- Developing and executing social media strategies to increase engagement and reach on various platforms of both the brands, ensuring content is up-to-date, engaging, and aligned with the organisation's messaging and branding.
- Creating and curating content including posts, videos, graphics, and other material to increase the visibility of our work among the right target audience, including policy influencers and decision-makers.
- Creating content for and managing the social media handles of the founding partners.
- Working closely with the communications and programs teams to plan, test, and measure social media performance on key metrics.
- Managing social media campaigns, including paid advertising, and tracking their performance using analytics tools to measure the success of campaigns and adjust strategies as needed.
- Engaging with followers and building relationships with our online community.
- Developing and implementing other digital marketing strategies, including SEO, email marketing, and display advertising.

Qualifications required

- A first or advanced degree in journalism, communications, public relations or related fields.
- 2-3 years of work experience in social media management — ideally for organisations in the public policy or development space.
- Understanding of prominent social media platforms and their audiences. Knowledge of social media management tools and comfort with tracking analytics.
- Ability to juggle multiple projects at the same time.
- Ability to work in a dynamic environment with a strong desire to learn new skills.
- Excellent communication skills and an eye for detail. Experience decoding niche concepts for a wide audience is a plus.
- Fluency in English is required; fluency in other Indian languages is a plus.

Perks

- Compensation commensurate with experience and in line with market expectations.
- An avenue to work with talented colleagues and marquee clients.

Location

Lajpat Nagar III, New Delhi

To apply

Please submit your resume, a portfolio of your work (ideally 4-5 relevant samples) and two references [through the form here](#). You are encouraged to apply as soon as possible. Please note that only shortlisted candidates will be contacted. Shortlisting will be followed by two short interviews and one assignment.