



Point of View Is Looking for A Social Media Specialist

Point of View (POV) is a Mumbai-based non-profit founded in 1996 with the aim of building and amplifying the voices of women and marginalised genders. We are a fast-growing, pan-India non-profit recognised for our high-quality, impactful programs on ground and online. We work at the intersection of gender, sexuality and technology to remove barriers to speech and expression or 'inequalities of voice.'

As we prepare for the next phase of our growth, we are looking for a dynamic, ambitious, hands-on, self-motivated Social Media Specialist to join our team. The ideal candidate will have a deep belief in the power of social media to change ideas, reshape narratives, and influence opinion – and have the skills and knowledge to put this into practice.

What you will have:

Excellent marketing and social media skills to build and manage an exciting online presence for POV.

Demonstrated ability to create high-impact social media campaigns, across platforms and formats.

At least 5 years' experience in a social media role, including creating strategies, conceiving, designing and executing impactful campaigns, and managing budgets.

Keen knowledge of and interest in existing as well as emerging social media platforms, best practices and trends to increase POV's online presence, grow our audience base and deepen engagement with users.

Strong focus on results, reporting and data analysis and the ability to use insights to enhance communication effectiveness.

Ability to work with a diverse, pan-India team as well as freelancers, consultants and vendors.

Excellent writing, editing and verbal communication skills, including the ability to communicate in accessible, jargon-free English

Ability to work within tight deadlines and on multiple projects simultaneously.

Ability to work with a team of in-house as well as external designers, including briefing and coordination.

What we offer:

A diverse, dynamic, intellectually stimulating and happy work place with a collaborative, flexible work culture.

A culture that nurtures people and allows them to grow as individuals and professionals.

Location: Mumbai or remote

Reporting to: Strategic Communications Lead

Salary: We offer competitive remuneration within the non-profit sector.

Start date: April 1, 2022 (negotiable)

How to apply:

Interested candidates should send a resume, references, salary history and a cover letter describing your specific qualifications and interest in the position to vacancies@pointofview.org by **March 21, 2022**.

Applications will be reviewed as they are received. Submissions without cover letters will not be considered. Applicants who best match position needs will be contacted.

Point of View is proud to be an equal opportunity workplace. We are committed to building an organisation that is increasingly representative of the communities that we serve. Preference will be given to women, trans, non-binary persons.