

## **Applications are invited for position of Assistant Manager – Social Media Communication**

### **About the Administrative Staff College of India (ASCI)**

“ASCI Is a prestigious, self- financing, institution, imparting modern management techniques to senior managers from the Government, public sector undertakings including banks, International organizations like world bank, IMF,ADB etc, and the private sector, to enhance their managerial capabilities. ASCI faculty also conduct applied research and offer managerial consultancy to the above organizations. ASCI also conduct 2 years duration PGDM and PGDHM programme approved by AICTE”.

### **Job Description:**

- Developing engaging social media strategies.
- Managing social media platforms of the Administrative Staff College of India (ASCI) and its PG programmes (PGDM and PGDHM).
- Scheduling social media posts.
- Engaging followers with regular updates.
- Creating paid social media campaigns for advertising.
- Coordinating with Graphic Designer and other team members.
- Conduct keyword research as per the latest keyword strategies, work on expansion and optimization.
- Executing lead generation activities.
- Creating reels, videos, and stories.
- Good knowledge of Instagram, LinkedIn and Facebook reach and strategies.
- Set up and monitor listening for each campaign and infer nuances that can help a larger communication strategy.
- Develop a deep understanding of ASCI’s target audience become their advocate across company initiatives.

### **Candidate Profile:**

- Any degree with 2-3 years work experience.
- Sound knowledge of social media platforms such as Facebook, Instagram, LinkedIn, YouTube
- Sound knowledge of paid social media advertising.
- Strong organizational and time management skills.
- Specialized in Social Media Optimization (SMO), Social Media Marketing (SMM).

- Able to rapidly produce top-quality communications in all media
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them
- Immediate joining.

**Remuneration:** Annual consolidated salary package between Rs.4 lakhs to Rs.6 lakhs. However, remuneration shall not be constraint for deserving candidates.

**Job Location:** Hyderabad, Telangana

**Deadline for Applying:** The last date for receipt of applications is **15.06.2022**.

**Selection Process:** Suitable candidates will be shortlisted and invited by Selection Committee for the interview round.

Candidates meeting the above requirement may apply in confidence, enclosing Curriculum Vitae in the prescribed format for Staff with three references by email to [recruitmentasci.smc@gmail.com](mailto:recruitmentasci.smc@gmail.com)

**For apply:**

- [Click here \(for application format\)](#)

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We, at ASCI, are committed towards zero tolerance on sexual exploitation & abuse as per PSEA policy.