

17 June 2021

**KHPT is a not-for-profit charitable entity that spearheads focused initiatives to improve the health and wellbeing of communities in India. In 2003, KHPT was founded with a mission to enhance the health and wellbeing of vulnerable communities and our journey started with the focus on reducing the prevalence of HIV in Karnataka, specifically among most at-risk populations. These interventions were evidence-driven, systematically planned, rigorously implemented, and monitored. We succeeded in scaling impact well beyond Karnataka and KHPT became a learning site for innovative approaches. We work primarily in the fields of Maternal, Neonatal & Child health (MNCH), Tuberculosis (TB), Adolescent Health (AH), and Comprehensive Primary Health Care (CPHC).**

**KHPT is seeking applications for the following position.**

## **Lead- Social Media Strategy**

### **Position: 1, Bangalore**

#### **Qualification, experience, skills & competencies:**

- Degree in Marketing, English, Communications, Journalism, Public Relations or related field with strong written and verbal English communication skills
- 3-5 year of experience in design and digital marketing
- Passion for creating social-first content, with a proven ability to think strategically about creative content and implementation
- Understanding of digital marketing best practices, including content management, brand voice, target audience journey and personas
- Familiarity running campaigns on Facebook, LinkedIn and Twitter a plus
- Experience with a social publishing tool such as Hootsuite, Buffer, etc
- Ability to create aesthetic, visually pleasing, minimal and impactful designs would be considered a value add to this profile.
- Knowledge of Adobe Photoshop, Illustrator, InDesign, Microsoft Suite would be an added advantage.

#### **Roles, Responsibilities, and Deliverables:**

- Development and production of visual, multimedia content for use across digital and other knowledge sharing platforms, in order to increase the visibility of KHPT's work.
- Managing end-to-end social media operations across thematic areas to increase reach, magnify impact and enhance stakeholder involvement with KHPT's work.
- Ability to create aesthetic, visually pleasing, minimal and impactful designs would be considered a value add to this profile.
  - Knowledge of Adobe Photoshop, Illustrator, InDesign, Microsoft Suite would be an added advantage.
- Conceptualization of creative designs and layouts, and editing and proofreading content in adherence with KHPT brand guidelines.
- Partner with SEO, content marketing, design and other related teams to streamline tasks and communicate effectively.

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- Prepare social media packs for campaigns.
- Regularly update a social media calendar with relevant activity for all social accounts
- Collaborate with the design and video teams to produce high-quality creative graphics, GIFs and videos that are on-brand and follow KHPT style guidelines
- Produce monthly reports and reports after a specific campaign/s.
- Provide inputs on improving strategy/ positioning through
  - Monitoring and analyzing current social/digital trends
  - Repurposing blog posts, infographics, white papers and other assets to create channel-specific microcontent
  - Exploring and testing new social media tools through market and user research
- Respond to comments and queries on social media platforms in consultation with the teams.
- Support in digital marketing and help in increasing the followers.

**Remuneration:** The remuneration for the above position will be fixed in line with internal policies and market standards which will be fixed based on qualification, relevant experience, budget availability and interview performance.

**KHPT provides a safe working environment for all its employees; follows the principle of equal opportunity and encourages women applicants to apply. Also, individuals who are physically challenged with the required skills /knowledge and who are willing to travel are also encouraged to apply.**

**We will be following a systematic selection process to fill this position based on experience, competency, suitability, aptitude to work with our health programmes and in-depth knowledge of thematic areas we work. Only shortlisted candidates will be invited for an interview.**

**The above position demands excellent communication, interpersonal and computer skills and also involves travel. Preference will be given to candidates who have work experience in the relevant field and local candidates with required experience and skillsets.**

### **How to apply:**

Interested candidates are requested to apply using the prescribed **KHPT Application Format** with a covering letter and email it to [jobs@khpt.org](mailto:jobs@khpt.org). Candidates can download the format by clicking on '[Application Format](#)' or visit [our website](#) to download the format.

The application should reach on or before 30 June 2021.

Please note that completed applications in the prescribed format will help us in shortlisting effectively.

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