

Terms of Reference

Short Term Consultant Social Media

National Health Systems Resource Centre (NHSRC) has been set up under the National Health Mission (NHM) as an autonomous registered society, to channelize technical assistance and capacity building support to the states for strengthening the public health system. The NHSRC is also mandated to contribute to health policy / programme design and evaluation.

Since its inception in 2006, NHSRC has been a repository of knowledge and a center of excellence for its agenda. This organization has professional linkages with a plethora of domestic and international bodies involved in the field of Public Health. There have been a number of personnel who have served with NHSRC and gained invaluable experience enabling them to graduate to the next rung of the professional ladder. Vast exposure to the Ministry of Health and Family Welfare, and its processes is a unique feature of NHSRC.

If you have a commitment to health equity and excellence, here is a unique chance to work with a team committed to shaping the public health landscape in India. The position offers you an opportunity to participate in the process of strengthening health systems, improving health service delivery and enabling positive health outcomes, through hands-on implementation assistance at National, State and District levels. Working with a transdisciplinary team, you can discover, adapt, co-create and disseminate solutions to multiple challenges related to service delivery systems, universal primary health care, human resources for health, community processes, health financing, quality of care, public health planning and health promotion. This is an opportunity to support health systems strengthening at scale, learn from district and sub district implementation, undertake knowledge translation, and enable realization of the vision of universal health coverage.

The Position reports to Principal Administrative Officer and is on a Contractual basis.

Job Description:

1. NHSRC is looking to hire a social media professional to manage NHSRC and the MOHFW's various social media accounts.
2. The candidate will be responsible for creating original text and video content and managing daily posts on social media.
3. The candidate will manage the pages of the organisation's social media to achieve the desired objectives.
4. As a social media consultant, the candidate is expected to stay current on emerging technology, social media trends, and media opportunities. You should be able to articulate the organisation's viewpoint creatively, cover various events, make real-time updates, and have strong communication skills.

5. In general, the candidate should be able to manage our social media presence while assuring a high degree of accuracy and audience engagement.

Qualifications and Skills:

- Bachelor's/Master's Degree in Mass Media/Communications/Journalism, with at least three years of social media experience, preferably with experience working for a government entity or project.
- Specialisation in social media management.
- Experience in creating social media strategies.
- Knowledge of best practices for social media platforms such as Facebook, Twitter, Instagram, LinkedIn, Youtube, etc.
- Excellent verbal and written communication skills.
- Strong writing skills for captions, headlines, and visual storytelling.
- Strong editorial judgement.
- Excellent organisational skills, focus, and attention to detail.
- An established ability to synthesise and communicate information quickly.

Responsibilities:

- Manage day-to-day posting, editing and optimization of content on multiple social media platforms.
- Develop social media strategies.
- Define KPIs and KRAs for social media campaigns.
- Update social media content across all channels for the MoHFW and NHSRC.
- Select imagery, video and visual content that engages audience.
- Obtain and develop content in co-ordination with various NHSRC divisions and the MoHFW. Should be able to cover various events and update relevant content on a real-time basis.
- Keep an eye on social media trends.

Behavioural Competency:

- Ability to work under tight deadlines and with changing priorities and instructions.
- Able to work outside standard working hours (occasional evenings and weekends).

Location: New Delhi

Age Limit: 40 years & below

Contract Tenure: Up to Three months, further extendable subject to performance of candidate and requirement of division

Remuneration Range: Between Rs. 60,000/- to Rs. 1,20,000/-

****Fee offered within the band will be commensurate with qualification and experience.***

Note: As this is a short-term assignment.

- Preference will be given to candidates residing within Delhi/NCR region.
- The selected candidate will be required to join within 7 days.

Candidates selected in this interview could be considered for other vacant positions at NHSRC requiring similar skill sets and at appropriate level.

How to apply: Candidates are requested to fill in the online application correctly which is available on the NHSRC website (<http://nhsrcindia.org>). Applications will be accepted in the prescribed online application format only. The last date for receiving applications is **16th February 2023**.