



**YOUTH for seva**<sup>®</sup>  
*experience the joy of giving*

**Youth for Seva (YFS)**, founded in April 2007, is a nationwide volunteering movement that inspires youth to volunteer and provides them with meaningful opportunities to serve the community. YFS aims to create positive change in society through the culture of volunteering.

**Job Title:** Co-ordinator Communications

**Location:** Bangalore

**Professional Qualification:** Graduate in Communications/ Experience in NGO/ CSR space. with relevant experience of at least 2-3 years.

**Job Description:**

- Oversee day-to-day management of social media campaigns and ensure brand consistency across all social media platforms.
- Facilitate scaling brand and organisation awareness through various social media channels.
- Coordinate with all teams to create and implement social media strategies.
- Ensure brand consistency in copy through tone, voice and terminology.
- Supervise all aspects of social media interaction between all stakeholders of the organisation
- Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Instagram, YouTube, LinkedIn and other digital platforms
- Ensure progress on all platforms by using analytical tools such as Google Analytics and others.
- Oversee the creation and implementation of the monthly social media calendar.
- Work on covering ( photography, videography) on-ground events.
- Basic video editing knowledge.
- Knowledge and experience of working with Google, Facebook, and LinkedIn advertising.
- Analyzing data to determine whether social media campaigns have achieved their objectives.
- Ability to develop the right voice for each social media platform.

### ***Selection Criteria***

Age	25 yrs to 40 yrs
Education	Graduate in Communications/ Experience in NGO/ CSR space
Languages needed	English, Kannada,Hindi
Commitment	2 years - 3 years
Work Timing	9:30 am – 6 pm, able to work flexible hours, including evenings and weekends.
Other requirements	<ul style="list-style-type: none"><li>● The person should be ready to travel as the work requires field work.</li><li>● Passionate about Social Sector</li></ul>