

AROH Foundation, an ISO Certified organization of national repute working towards social upliftment in multiple sectors like education, livelihood, health and sanitation, etc., seeks dynamic and motivated professionals with relevant experience.

Position: **Media Coordinator**

Location: **F-52, Sector-8, Noida, Uttar Pradesh - 201 301**

Compensation: **Upto 30K**

Joining: **Should be able to join within a 15 days' time upon selection**

Duties & Responsibilities

- ✓ Develop and execute social media strategies to promote events, engage the target audience, and generate buzz. Monitor social media platforms, respond to comments and messages, and analyse metrics to measure the effectiveness of social media campaigns.
- ✓ Promote AROH's work and projects on all social media handles like Twitter, LinkedIn, Instagram, Facebook, and Youtube etc.
- ✓ Keep updated AROH's website, Wikipedia and blogs
- ✓ Update President social media like linked in, FaceBook, blog, Wikipedia etc.
- ✓ Plan and organise offline and online events as and when required and develop promotional campaigns and advertising strategies to increase event attendance and reach the target audience. Create and distribute promotional materials, including print ads, online banners, and electronic newsletters.
- ✓ Plan and organize fundraising events that are engaging and aligned with your media project's theme. Consider hosting benefit concerts, charity auctions, screenings, or online campaigns in consultation with project teams and CEO.
- ✓ Overseeing and coordinating the operations and activities of a PR agency which involves various tasks and responsibilities aimed at ensuring the smooth functioning and success of the agency's PR campaigns and client relationships.
- ✓ Record keeping and filing of all relevant print and electronic media clippings on regular basis.
- ✓ Record keeping of all events, conferences, seminars, etc attended by President or any staff of AROH and publish in Annual Report

Writing and Communication Work

- ✓ Manage various tasks related to creative writing and branding internal and external communication, e.g. project reports, annual reports, case studies and success stories, subject matter articles, authored articles for President, writeups for AROH's websites, blogs etc.

- ✓ Content creation and designing for AROH/project presentations as and when required, branding and dissemination to concerned stakeholders
- ✓ Scouting, writing and submitting applications for various awards and recognitions from time to time after discussion with senior authorities.
- ✓ Help in proposal and grant writing as and when required.

Any other work assigned by your reporting manager

Minimum Qualification, knowledge and experience:

- ✓ Post Graduate with minimum 3 Years' experience in feature writing, reporting, documentation & other media related works.
- ✓ In-depth knowledge of social media platforms, trends, and best practices.
- ✓ Experience in a similar position with a reputed NGO will be desirable.
- ✓ Experience with social media advertising and campaign management.
- ✓ Strong written and verbal communication skills, with the ability to craft engaging content.
- ✓ Experience with social media advertising and campaign management.
- ✓ Excellent organizational and time management skills to meet deadlines and manage multiple projects simultaneously.
- ✓ Familiarity with graphic design and video editing tools is a plus.

Essentials: Smart Phone & Laptop

How to Apply:

Interested candidates who meet the qualifications are invited to submit their resume along with a photo detailing their relevant experience go to the link <https://aroh.in/Home/career> to apply for the above mentioned position.

We thank all applicants for their interest in AROH Foundation, but only those selected for an interview will be contacted.