

Senior Manager - Digital & Social Media campaign

MyGov is the citizen engagement platform of the Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under the Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in>.

MyGov is looking for a candidate in Digital & Social Media campaign who can execute campaigns in various formats, Infographics, Audio-Videos, Banner Ads, search key words etc.

An ideal candidate should have work experience in running Ad campaigns in platforms like Google Ads, Meta Ads, other leading Social Media platforms, Digital Media platforms for MyGov.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of the initial contract period, a regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Digital & Social Media campaign.

Interested candidates may apply in this form.

Position: Digital & Social Media campaign

Designation: Senior Manager

No. of Position(s): 1

Qualification: Graduate in any discipline

Years of Experience: 7+ years of proven experience

Responsibilities:

- Responsible for running campaigns which would be in various formats, Infographics, Audio-Videos, Banner Ads, search key words etc.
- The person should have campaign data analysis and campaign optimizing understanding.
- Person should have Skills in running Ads campaigns in platforms like Google Ads, Meta Ads, other leading Social Media platforms, Digital Media platforms.
- Person will be engaged in producing contents and spreading them among larger audiences nationally for citizen awareness.

Qualifications:

- Graduate in any discipline.
- Proven work experience in a similar position for running campaign ads.
- Person having similar work experience for any government organization will be an added advantage.