

NATIONAL FILM DEVELOPMENT CORPORATION LTD (NFDC)

(A Government of India Enterprise)

**NFDC – FD Complex, 5th Floor, NMIC Building, 24 Dr. Gopalrao Deshmukh Marg, Mumbai 400 026
CIN – U92100MH1975GOI022994****Invites applications for the following posts on contractual basis for a period of One Years
Advertisement No.****Assistant Manager – Digital and Social Media**

Educational Qualification	:	Graduate preferably in Mass communication or similar field
Experience	:	Minimum 4 years of experience in handling Social Media/Digital Marketing/PR/ planning and implementation of marketing campaigns across digital channels. Experience of using advertisement platform for marketing. Knowledge of Programming /Advertisement/DSP/SSP/Programmatic adv. Knowledge of digital marketing tools and technologies, including social media platforms, email marketing platforms, Google Analytics, and digital advertising platforms. Knowledge of UT/UX/Website development /APP development.
Job Overview	:	The candidate must have a flair for Digital Media and its effective usage. The mission is to help develop, implement, track and optimize social media and digital media campaigns for our Government Clients so as to expand their audience base as well as create a two-way engagement between the Client and its target group so as to strengthen the client's brand equity. Must have a passion for content creation, its management and communication across social media, mobile and online platforms to drive engagement and positive customer behaviour.
Job Description	:	<ol style="list-style-type: none">1. Professional Traits<ol style="list-style-type: none">i. Good verbal/written communication/presentation skills.ii. Capable of grasping briefs from clients and ability to make recommendations.iii. Capacity to manage campaigns in a results-oriented environment.iv. Strong time management skills so as to manage multiple priorities simultaneously.v. Work with external agencies to create strategies which maximises the client's ROIvi. Monitor performance and identify issues that may be a constraint to meet client's ROI.vii. Manage existing Agencies/Vendors, empanel new ones and ensure high standards.viii. Understanding of Digital/Social Media and its effective usage.2. Domain Experience<ol style="list-style-type: none">i. Social Media Strategy and Campaigns with a view to increasing social reach.ii. Digital Strategy including online promotional campaignsiii. Online outreach programs.iv. Offline and Online Campaign management and customer engagementv. Understanding of SEO and SEM / PPC, PPM & PPAvi. Google analytics, Web trends etc.vii. Online and social media advertising (Organic & Paid across YouTube, Facebook, Twitter Instagram etc., Display Ads, Remarketing & Retargeting, Video Ads, Mobile Feeds, Google Adwords, Bling etc.)viii. Mobile location based targetingix. Email Marketingx. Messaging and visual communication across multiple channels.
Age	:	Up to 45 years
Remuneration	:	Rs. 80,000/- per month all inclusive

General Conditions:

1. Interested candidates may fill up the application form on NFDC Samarth portal (nfdcindiaant.samarth.edu.in) on or before **30th June 2024**.
2. NFDC takes no responsibility for any delay in receipt or loss in postal transit of any application or communication.
3. Though the initial place of posting will be as per advertisement, the selected candidates will be required to serve in any part of India as per the discretion/requirement of NFDC.
4. Candidates are advised to keep their e-mail ID active at least for one year. No change in e-mail ID will be allowed once entered. All future correspondence shall be sent via e-mail or at the permanent address mentioned by the candidates in the application form.
5. Any corrigendum/amendment in respect of the above advertisement shall be made available only on Samarth Portal hence prospective applicants are advised to visit NFDC website regularly for above purpose.
6. Any canvassing, directly or indirectly, by the applicant will disqualify his/her candidature.
7. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/or applications in response thereto shall be subject to jurisdictions of Courts at Mumbai.
8. The management reserves the right in relaxing age/qualification of deserving candidate for the above post.
9. The Management reserves the right to reject any application/candidature at any stage without assigning any reason.
10. Management reserves the right to not to fill-up the post or cancel the recruitment in the interest of the Company.
11. Please note: By applying you give your consent that NFDC may execute a background check with your previous employers, companies etc.