



## **HIRING: SOCIAL MEDIA CONTENT CREATOR**

---

### **ABOUT US**

Established in 2014 with a mission to ‘inspire and empower dreams’, Wishes and Blessings has emerged as a unique platform for helping the underprivileged with the aim to spread blessings and fulfil wishes by linking beneficiaries with donors. We work across the spectrum of society surpassing age and gender barriers on diverse causes including education, old age, health, skill development, and relief.

**JOB TITLE:** SOCIAL MEDIA CONTENT CREATOR

**Reporting to:** Founder and President of the NGO

**CTC:** 22,000 - 28,000 (depending on experience)

We are seeking a high performing and motivated individual to join our team in Delhi. **The requirements** are as follows:

- Bachelor’s degree.
- 2+ years of experience in working as a Content writer and handling social media (Working in a non-profit setup preferable).
- Excellent written and spoken communication.
- Proficiency in basic designing software to design stories and create content such as reels, and creatives.
- Ability to work alone and stay motivated as well as work well in a team set-up.
- Excellent management skills.

**Key responsibilities include:**

- Curate content for the various social media platforms - Instagram, Facebook, LinkedIn, Twitter, Quora and Youtube.
- Create stories and engaging reels.
- Create a content plan in discussion with the team and execute them on a monthly basis.
- Develop a social media calendar across various platforms for execution.

- Handle postings on social media platforms with relevant hashtags.
- Develop strategies for content as well as social media postings.
- Write clear copy as well as actual copy.
- Write compelling articles, blog posts.
- Edit and proofread content written by team members.
- Document all events and projects taking place within the organisation.
- Search Engine Optimization.

Interested candidates are requested to send a their **CV, a Cover Letter** (in not more than 150 words) and a **portfolio of work done** to **wishesandblessings2014@gmail.com**