

ENFOLD PROACTIVE HEALTH TRUST

Position:	Digital Communications Specialist
Reports to:	Communication Manager
Location:	Bengaluru
Full/part-time	Full-time
Key Responsibilities	<p>Social Media & SEO Management</p> <ul style="list-style-type: none"> • Develop and execute engaging content strategies to enhance brand awareness across Enfold's digital platforms: website, Facebook, Instagram, Twitter, LinkedIn, and other relevant channels. • Create and optimise visual content (posters, banners, videos) tailored for each platform. • Maintain and update the Enfold website regularly to ensure consistency in branding & messaging and smooth user experience. • Improve SEO performance by optimising website structure, meta descriptions, LMS content, and digital assets. • Align content with SEO best practices, ensuring discoverability through hashtags, descriptions, and keyword strategies. <p>Performance Tracking & Analytics:</p> <ul style="list-style-type: none"> • Monitor key social media and website metrics, including engagement rates, reach, and conversions. • Generate monthly reports and present quarterly progress to management. • Recommend growth tactics based on data-driven insights. <p>IT Support:</p> <ul style="list-style-type: none"> • Maintain a well-organized and secure content repository. • Support the team with IT and reporting needs. • Ensure IT systems follow good security and maintenance practices. • Assist in maintaining servers and troubleshooting basic system/network issues as needed.

Qualification and Experience	Required: <ul style="list-style-type: none"> • Bachelor's/Master's in Computer Science, Digital Marketing, Mass Communication, IT, Graphic Design, or a related field. • Minimum 1-2 years of experience in IT, digital communication, SEO or related roles. • Familiarity with design tools (Canva, Adobe Suite) and basic web development (WordPress, HTML, CSS).
Skills and Personal Attributes:	Essential : <ol style="list-style-type: none"> 1. Stay updated with the latest design trends, software, and technological advancements. 2. Facilitate continuous learning and professional growth within the content team. 3. Strong interpersonal and problem-solving skills. <ol style="list-style-type: none"> a. Professionalism at the workplace. b. Ability to work in a team and work effectively with people across all organisational work levels, willingness to contribute and learn from others 4. A keen eye for detail to ensure all aspects of the project are accounted for and executed correctly. 5. Flexibility to adapt to changing project requirements, unexpected challenges, and new information.
Last Date for application	5th May 2025
Joining Date	Immediately
Application Details	<p>Enfold is committed to providing equal opportunities in employment and creating an inclusive work environment.</p> <p>Interested candidates can apply by filling out the form.</p>

Note : Enfold has a zero tolerance for Sexual Exploitation and Abuse.

Protection from Sexual Exploitation and Abuse (PSEA) is everyone's responsibility, and all staff must adhere to the Code of Conduct, which enshrines principles of PSEA, always (both during work hours and outside work hours).

Familiarisation with, and adherence to, the Code of Conduct is an essential requirement of all staff, in addition to related mandatory training. All staff must ensure that they understand and act in accordance with this clause.