ENFOLD PROACTIVE HEALTH TRUST

Position:	Social Media Specialist
Reports to:	Communication Manager
Location:	Bengaluru
Full/part-time	Full-time
Key Responsibilities	**Social Media Strategy & Engagement** ● Manage Enfold's social media channels including Instagram, Facebook, X (Twitter), LinkedIn, and the website. ● Engage actively with the online community by responding to comments, messages, and discussions, while also conducting social listening to foster dialogue and build meaningful connections. ● Design and implement effective content strategies aligned with Enfold's goals and audience. ● Collaborate with the content team to brainstorm and develop innovative content formats, campaigns, and styles. ● Ensure all content follows SEO and discoverability best practices, including optimized hashtags, descriptions, and keywords. ● Coordinate with internal teams to align social media timelines with new publications, events, and campaigns. ● Build collaborations with individuals and organisations who resonate with Enfold's values to amplify reach and impact. ● Monitor and improve Enfold's overall digital engagement and presence. **Content Creation** ● Design engaging visual assets including posters, banners, and videos tailored to platform-specific requirements. ● Create videos to support Enfold's promotional activities, campaigns, and documentation of fieldwork. ● Support the promotion, engagement, and community-building efforts for Enfold's online programs.

T:: +91 99000 94251 :: www.enfoldindia.org
No 42, 3rd main, 1st cross, Domlur 2nd Stage, Bengaluru- 560071, India

	• Edit raw footage and enhance visual storytelling with sound, text overlays, transitions, and other effects. • Maintain and uphold brand guidelines across all visual and audio/visual content. **Analytics & Performance Tracking** • Monitor key social media metrics (engagement, reach, impressions, conversions). • Analyze data and user feedback to refine content strategy and recommend growth tactics. • Prepare periodic performance reports and dashboards to inform internal teams and stakeholders. Any other work undertaken by the Team, through mutual consultation based on priorities identified.
Qualification and Experience	**EDUCATION:** Bachelor's degree **WORK EXPERIENCE:** 1–2 years of experience in content creation, social media management, or related fields. Freshers with a strong portfolio are also encouraged to apply.
Skills and Personal Attributes:	**Essential :** 1. Comfortable with managing content across platforms like Facebook, Instagram, X (Twitter), LinkedIn, YouTube, Reddit, etc. 2. Proficient in Video Editing and Graphic Design tools like Canva. 3. Basic understanding of SEO, hashtags, and discoverability strategies. **Key Attributes:** 1. Strong command over written and verbal communication. 2. Creative thinker with a flair for visual storytelling.

	3. Detail-oriented with high standards for quality and consistency. 4. Proactive, adaptable, and self-motivated. 5. Empathetic and culturally sensitive in tone and messaging. 6. Collaborative mindset with openness to feedback and teamwork.
Last Date for application	September 27, 2026
Joining Date	Immediately
Application Details	Enfold is committed to providing equal opportunities in employment and creating an inclusive work environment. Interested candidates can apply through filling this form.

T:: +91 99000 94251 :: www.enfoldindia.org
No 42, 3rd main, 1st cross, Domlur 2nd Stage, Bengaluru- 560071, India