

## ENFOLD PROACTIVE HEALTH TRUST

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| <b>Position:</b>            | Social Media Specialist                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Reports to:</b>          | Communication Manager                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Location:</b>            | Bengaluru                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Full/part-time</b>       | Full-time                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Key Responsibilities</b> | <p><b>Social Media Strategy &amp; Engagement</b></p> <ul style="list-style-type: none"> <li>• Manage Enfold's social media channels including Instagram, Facebook, X (Twitter), LinkedIn, and the website.</li> <li>• 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.</li> <li>• Design and implement effective content strategies aligned with Enfold's goals and audience.</li> <li>• Collaborate with the content team to brainstorm and develop innovative content formats, campaigns, and styles.</li> <li>• Ensure all content follows SEO and discoverability best practices, including optimized hashtags, descriptions, and keywords.</li> <li>• Coordinate with internal teams to align social media timelines with new publications, events, and campaigns.</li> <li>• Build collaborations with individuals and organisations who resonate with Enfold's values to amplify reach and impact.</li> <li>• Monitor and improve Enfold's overall digital engagement and presence.</li> </ul> <p><b>Content Creation</b></p> <ul style="list-style-type: none"> <li>• Design engaging visual assets including posters, banners, and videos tailored to platform-specific requirements.</li> <li>• Create videos to support Enfold's promotional activities, campaigns, and documentation of fieldwork.</li> <li>• Support the promotion, engagement, and community-building efforts for Enfold's online programs.</li> </ul> |

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|                                        | <ul style="list-style-type: none"> <li>• Edit raw footage and enhance visual storytelling with sound, text overlays, transitions, and other effects.</li> <li>• Maintain and uphold brand guidelines across all visual and audio/visual content.</li> </ul> <p><b>Analytics &amp; Performance Tracking</b></p> <ul style="list-style-type: none"> <li>• Monitor key social media metrics (engagement, reach, impressions, conversions).</li> <li>• Analyze data and user feedback to refine content strategy and recommend growth tactics.</li> <li>• Prepare periodic performance reports and dashboards to inform internal teams and stakeholders.</li> </ul> <p>Any other work undertaken by the Team, through mutual consultation based on priorities identified.</p> |
| <b>Qualification and Experience</b>    | <p><b>EDUCATION:</b><br/>Bachelor's degree</p> <p><b>WORK EXPERIENCE:</b><br/>1–2 years of experience in content creation, social media management, or related fields. Freshers with a strong portfolio are also encouraged to apply.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Skills and Personal Attributes:</b> | <p><b>Essential :</b></p> <ol style="list-style-type: none"> <li>1. Comfortable with managing content across platforms like Facebook, Instagram, X (Twitter), LinkedIn, YouTube, Reddit, etc.</li> <li>2. Proficient in Video Editing and Graphic Design tools like Canva.</li> <li>3. Basic understanding of SEO, hashtags, and discoverability strategies.</li> </ol> <p><b>Key Attributes:</b></p> <ol style="list-style-type: none"> <li>1. Strong command over written and verbal communication.</li> <li>2. Creative thinker with a flair for visual storytelling.</li> </ol>                                                                                                                                                                                       |



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|                                  | <ul style="list-style-type: none"><li>3. Detail-oriented with high standards for quality and consistency.</li><li>4. Proactive, adaptable, and self-motivated.</li><li>5. Empathetic and culturally sensitive in tone and messaging.</li><li>6. Collaborative mindset with openness to feedback and teamwork.</li></ul> |
| <b>Last Date for application</b> | August 23, 2026                                                                                                                                                                                                                                                                                                         |
| <b>Joining Date</b>              | Immediately                                                                                                                                                                                                                                                                                                             |
| <b>Application Details</b>       | Enfold is committed to providing equal opportunities in employment and creating an inclusive work environment.<br>Interested candidates can apply through filling <a href="#">this form</a> .                                                                                                                           |

