

BIHAR VIKAS MISSION

Job Description



1. General Information	
Position Title:	PR Expert - Digital Media
Reports to:	Principal Secretary – IPRD Department
Department/Domain:	Bihar Vikas Mission
Job Code:	
2. Organization Chart	
<pre> graph TD PS[Principal Secretary] --- PR[PR Expert - Digital Media] </pre>	
3. Key Accountabilities	
<p>Digital Media</p> <ul style="list-style-type: none"> Oversee and manage content on social media platforms and ensure it is posted in a timely manner Direct the social media platform activities (Facebook, Twitter, LinkedIn, etc.) in order to ensure that the State is well promoted and that the promotions reach the target audience and enhance the image of State and / or concerned Department Provide the required guidance and support to team in design and implementation of digital media content to promote and publicize State's and different Departments' schemes and initiatives Discuss requirements with concerned Department and Government officials and guide the development of digital media content to meet those requirements Oversee design of various State and Department social media pages and profiles (i.e. Facebook profile, landing pages, Twitter profile, blogs etc.) Drive design and management of key State promotions and social ad campaigns Devise strategies and plans to develop and expand community and/ or blogger outreach efforts Review digital media reports for topics related to organizational image, general awareness and positioning of State to ensure they are circulated internally and are used in future promotions 	
<p>External Communication</p> <ul style="list-style-type: none"> Implement external communication policies and procedures for digital media to ensure alignment with Government guidelines of external communication Manage effective publicity in order to minimize adverse impact on State image and credibility Review analysis and information provided by Research & Data Analytics team, draw conclusions and insights and devise strategies and plans to resolve issues if any and / or promote State image Identify negative or threatening digital media issues or inquiries (pre-facto and post-facto) and lead development of strategic and timely responses in order to minimize any damage to the image of State 	

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Public Relations

- Plan, develop and implement PR strategies in order to enhance State's image
- Maintain solid relationships with external stakeholders and government officials to ensure that Government can draw upon these relationships whenever needed

Reporting

- Review results and provide insights to Government and State Department leadership, at request or at own initiative, regarding quantitative and qualitative developments within own expertise, by means of periodical and ad hoc reports and/or analyses

Team Management

- Attract, lead, coach, develop employees, provide feedback and ensure staffing within own team
- Drive the social media training for all concerned team members and brief them on the Government and Department messaging

Continuous Improvement

- Identify opportunities for continuous improvement of systems, processes and practices taking into account international and national best practices, in order to facilitate cost optimization and productivity improvement

Policies, Systems, Processes & Procedures

- Recommend improvements to functional procedures and follow all relevant departmental policies, processes, standard operating procedures and instructions so that work is carried out in a controlled and consistent manner

Related Assignments

- Perform other related duties or assignments as directed and required

4. Qualifications and Experience

Minimum

- Bachelor's degree (full time) in any discipline
- Minimum 10 years of post-qualification experience in Journalism / Public Relations / Marketing

Preferred

- Less than 65 years of age as on 1st January 2020.
- Digital media management experience (social media like Facebook, Twitter, LinkedIn, online websites, email, SEO/SEM and others)
- Experience of handling digital media management (social media, web, marketing database, email etc.) in state / central government / bilateral / multilateral organizations (e.g. World bank, DFID, UNDP, ADB, WHO, NRHM)
- Master's degree in Mass Communication / Journalism / Public Relations
- Relevant certificate in Digital Marketing from a Government of India recognized institute
- Honors / Awards in relevant area will be an added advantage

5. Knowledge and Other Skills

- Creativity and innovative thinking
- Fluency in written and spoken English and Hindi
- Strong interpersonal, presentation and negotiation skills
- Strong writing, editing, proof reading, layout and design skills
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Good knowledge of fundamentals of brand building & communication development

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