

GOVERNMENT OF ASSAM
CHIEF MINISTER'S SECRETARIAT
CM BLOCK, JANATA BHAWAN, DISPUR, GUWAHATI- 781006

No.CMS.28/2023/2

Dated Dispur, the 30th May, 2023

ADVERTISEMENT FOR RECRUITMENT

Chief Minister's Secretariat, Government of Assam is seeking to hire a talented and experienced Social Media Expert.

Eligibility Criteria:

1. Qualification Required: Bachelor's degree in Marketing, Communications, Journalism, or a related field.
2. Experience Required: As per requirements of the detailed 'Notice for Recruitment'.
3. Applicants must be citizens of India and residents of Assam.

Detailed Notice for Recruitment is available in the following link: <https://assam.gov.in>

Interested candidates are requested to submit their resume, along with a cover letter, highlighting relevant experience and qualifications as per the Detailed Notice for Requirement. The last date of submission of application is 21st June, 2023.

Sd/-

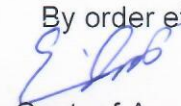
Commissioner & Secretary to the Government of Assam
Chief Minister's Secretariat

Memo No.CMS.28/2023/2-A

Dated Dispur, the 30th May, 2023

1. The Principal Secretary to Chief Minister, Assam for kind information.
2. The Commissioner & Secretary, Chief Minister's Secretariat for kind information.
3. The Joint Secretary/ P.P S. to Chief Minister, Assam.
4. The Director of Information & Public Relations, Assam, Dispur, Guwahati-781006. He is requested to publish this Notice on 31/05/2023 in two leading local dailies (one in vernacular and one in English) and send copies of published notice to this Secretariat for record.
- ✓ 5. Ms. Anuradha Barua, Senior Technical Director (Scientist-F), NIC (asm-anuradha@nic.in), Shri Tapan Gogoi, Senior Technical Director, NIC (email-tapan.gogoi@nic.in eprastuti.admin@gov.in) for uploading this advertisement and Detailed Notice for Recruitment (in pdf format) in the website <https://assam.gov.in> on 31/05/2023.

By order etc.,


Deputy Secretary to the Govt. of Assam
Chief Minister's Secretariat

**GOVERNMENT OF ASSAM
CHIEF MINISTER'S SECRETARIAT
CM BLOCK, JANATA BHAWAN, DISPUR, GUWAHATI- 781006**

No.CMS.28/2023/1

Dated Dispur, the 30th May, 2023

Detailed Notice for Recruitment

The Chief Minister's Secretariat, Government of Assam, is seeking a talented and experienced **Social Media Expert** to join the team.

Responsibilities:

1. Social Media Management:
 - a. Develop and implement comprehensive social media strategies to promote the Chief Minister's Secretariat and its initiatives.
 - b. Monitor and manage various social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
 - c. Oversee the content created by the content team and ensure its alignment with our communication goals.
2. Sentiment Analysis:
 - a. Conduct sentiment analysis of social media conversations and public opinions related to the Chief Minister's Secretariat.
 - b. Identify emerging trends, concerns, and issues, and provide timely reports and recommendations to relevant departments.
3. Government Website Monitoring:
 - a. Keep track of government websites to ensure accuracy, relevancy, and timely updates.
 - b. Coordinate with relevant departments to maintain an up-to-date and user-friendly online presence.
4. Influencer Engagement:
 - a. Identify and build relationships with social media influencers and opinion leaders to amplify the Chief Minister's Secretariat's messages.
 - b. Collaborate with influencers to promote government campaigns, initiatives, and events.
5. Communication Strategy Development:
 - a. Develop a comprehensive communication strategy to further the interests and areas of importance to the current government.
 - b. Ensure the communication strategy aligns with the government's objectives and effectively communicates key messages to the target audience.

Requirements:

1. Education: Bachelor's degree in Marketing, Communications, Journalism, or a related field.
2. Experience:
 - a. Proven experience in social media management, preferably in a government or public sector organization.
 - b. Demonstrated ability to conduct sentiment analysis and monitor online conversations effectively.
3. Social Media Expertise:
 - a. In-depth knowledge of various social media platforms, best practices, and emerging trends.
 - b. Proficiency in social media management tools and analytics platforms.

4. Content Oversight:
 - a. Strong understanding of content creation principles and ability to oversee content produced by a separate team.
 - b. Ensure the content aligns with the Chief Minister's Secretariat's communication goals and effectively engages the target audience.
5. Communication Strategy Development:
 - a. Proven experience in developing communication strategies to further the interests and areas of importance to an organization or government.
 - b. Ability to translate government objectives into effective communication plans.
6. Analytical Skills:
 - a. Strong analytical skills to track and analyze social media metrics, sentiment, and user engagement.
 - b. Ability to generate reports and insights for data-driven decision-making.
7. Influencer Engagement:
 - a. Experience in identifying and engaging with social media influencers to promote brands or organizations.
 - b. Ability to foster positive relationships and collaborate effectively.
8. Communication Skills:
 - a. Excellent written and verbal communication skills in English and Assamese.
 - b. Ability to effectively communicate the Chief Minister's Secretariat's messages and adapt communication style for different audiences.
9. Team Player:
 - a. Strong interpersonal skills and the ability to collaborate effectively with cross-functional teams.
 - b. Ability to work in a fast-paced environment and manage multiple priorities.

Remuneration: The remuneration package for this position will be as per industry standards and commensurate with qualifications and experience, subject to an upper threshold of INR 75,000 per month.

How to Apply:

Interested candidates are requested to submit their resume, along with a cover letter, highlighting relevant experience and qualifications. Please email your application to **cmoffice-as@assam.gov.in** by **21st June 2023**. Please mention "Social Media Expert Application" in the subject line of the email.

Important Note:

- Only shortlisted candidates will be contacted for further evaluation and interview.
- Applicants must be citizens of India and residents of Assam.
- Applications received after the deadline will not be considered.

Join our dynamic team and play a crucial role in enhancing the digital presence of the Chief Minister's Secretariat, Government of Assam.

Application Deadline: 21st June, 2023.

For inquiries, please contact: **cmoffice-as@assam.gov.in**

Sd/-

Commissioner & Secretary to the Govt. of Assam
Chief Minister's Secretariat