



**Holistic Education for the Marginalized Girl Child**



[www.sarvamshakti.org](http://www.sarvamshakti.org)



[culture@sarvamfoundation.org](mailto:culture@sarvamfoundation.org)

## **Social Media Manager - Sarvam Foundation**

**Full Time - Gurugram**

**Salary: 3-4 LPA**

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To Apply for the position send your Cover Letter and  
Resume here:

**[culture@sarvamfoundation.org](mailto:culture@sarvamfoundation.org)**

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### **About Sarvam Shakti**

Sarvam Shakti is a significant project run by the Sarvam Foundation that offers a unique and liberating education program for underprivileged girls living in urban slums. Our primary focus is to provide creative education, particularly intensive training in Indian performing arts and yoga. Additionally, we also offer quality education under our Shiksha vertical, which includes computer classes and English language training. Our students, known as Shaktis, have appeared on national television and have even gone abroad for performances. We aim to empower marginalised girls in India through a skills-based curriculum and well-being program, which helps them discover their confidence, self-worth, and purpose in life. This not only helps them shape their characters but also enables them to face life's many challenges with courage and determination.

### **Job Overview**

As a Social Media Manager at Sarvam Foundation, you will be responsible for comprehensively managing Sarvam Shakti's social media presence. This includes developing engaging and informative content calendars tailored to each platform (Facebook, Instagram, YouTube, LinkedIn) while maintaining a consistent brand voice. You will gain insights into audience demographics, content preference, and campaign effectiveness. You will be expected to keep yourself up-to-date with evolving social media trends and algorithm which will ensure that content creation and posting strategies remain relevant and resonate with the target audience. Additionally, you will supervise and collaborate with Sarvam Shakti's interns, ensuring their content aligns with the organization's values and objectives through guidance and feedback.



### **Key Responsibilities:**

- You will be required to manage all social media handles of Sarvam Shakti.
- Develop engaging and informative content calendars for each platform.
- Maintaining a consistent brand voice and visual aesthetics across all platforms.
- You should update yourself on the current algorithm by collecting and analyzing data to understand audience demographics, content performance, and campaign effectiveness.
- Updating yourself on social media trends and adapt content creation and posting strategies accordingly.
- Exploring potential monetization avenues for Sarvam Foundation's YouTube channel.
- You are needed to post regularly on social media platforms through interactive posts, videos and reels.
- Supervising and collaborating with our interns to ensure that the content aligns with the organizational values and objectives.

### **Eligibility:**

- A bachelor's degree in any field.
- A minimum of 1-2 years of experience in Social Media Management or equivalent roles.
- Applicants who are residing in Gurugram and neighboring cities will be preferred. If you are residing outside the aforementioned cities, you should be willing to relocate.
- Having relevant skills and interests.
- Women, who want to restart their career, can also apply.

### **Key Skills:**

- Expertise in managing Social Media Platforms like Instagram, YouTube, LinkedIn, etc.
- Strong interpersonal skills and networking capabilities.
- Excellent verbal and written communication skills.
- Strong organisational, multitasking, and prioritisation skills.
- Proficient in MS Office, Google Workspace, Canva and relevant DTP softwares.
- Strong research and documentation skills.

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