



Job Description: Social Media Specialist

Time requirement: Part time (8-10 hours per week)

Location: Remote, with regular online check-ins

About The Quantum Hub (TQH) Consulting

[The Quantum Hub \(TQH\)](#) was founded in 2017 with the express intent of supporting development organisations, businesses and policymakers with complex public policy problems in the dynamically evolving Indian ecosystem. We are based out of New Delhi and support clients along the entire cycle of policy formulation – from developing well-researched policy positions to building communications strategies. The team at TQH works on a diverse range of projects. We work across sectors such as tech policy, social policy and urban affairs, and a detailed list of our engagements is available [here](#).

About the Project

With increasing digitisation of our lives, we are witnessing a paradigm shift in the way digital solutions are being deployed to create societal impact. Technology interventions such as interoperable digital platforms, open standards and protocols, and open APIs, can today enable service delivery at population scale, while opening up new opportunities for entrepreneurs and innovators. However, to be able to unleash the true potential of technology for societal impact, digital platforms must be designed keeping both governance and community at the heart of all innovation. This people-driven lens is key to the *Open Digital Ecosystems (ODE)* approach that is increasingly being adopted by policymakers in India and abroad.

In India, several ODEs such as the [National Digital Health Mission](#), [India Digital Ecosystem of Agriculture](#), [National Urban Digital Mission](#) and similar digital infrastructure builds in education and justice sector have already been initiated. Many state governments are also adopting a platform-based approach to enable seamless delivery of welfare benefits and public services to citizens. With projects like the *Modular Open Source Identity Platform (MOSIP)*, India is today one of the frontrunners in this space building ‘made in India’ population scale tech solutions for the rest of world. India’s work adds to the list of other prominent international examples of open digital infrastructure such as Estonia’s X-Road, United Kingdom’s Gov.UK, and Republic of Korea’s eGovFrame.

Given the rapid pace at which digital public infrastructure is being developed in India and globally, this project aims to draw focus to the role of the ‘non-tech’ elements —governance, and community — in creating a holistic landscape for citizen-centric innovation.

Role Description

We are looking for a social media specialist for the abovementioned project on **digital platforms of the future**, and the non-tech enablers needed for their deployment. The specialist will need to dedicate around 8-10 hours to the role each week, with the objective of growing thought leadership around the concept. As part of this role, you’ll be required to:

- Create an overall social media strategy and calendar, and roll it out across channels with relevant targets.



- Build social media handles and create weekly content for them.
- Work closely with programme partners to ensure messaging.
- Work with a digital media manager to plan, test, and measure social media metrics.

Qualifications required

- A first or advanced degree in marketing, advertising, media, social sciences, creative writing or related fields.
- 5-7 years' experience in content strategy and creation, brand marketing and promotion, and blogging — ideally for organisations in the public policy, tech, or development space.
- Knowledge of and comfort with tracking social media marketing analytics, and an understanding of new and emerging content platforms.
- Excellent communication skills and an eye for detail. Experience decoding niche concepts for a wide audience a plus.
- Ability to work in a dynamic environment with a strong desire to learn new skills
- Fluency in English is required, and other Indian languages are a plus.

Perks

- Compensation commensurate with experience and in line with market expectations
- An avenue to work directly with marquee clients

To apply

Please submit your resume, a portfolio of your work (ideally 4-5 relevant samples) and two references [through the form here](#). You are encouraged to apply as soon as possible.

Please note that only shortlisted candidates will be contacted. Shortlisting will be followed by two short interviews and one assignment.