

**Position:** Content Strategist

**Location:** Chandigarh

**Assignment Duration:** 6 months (Extendable based on requirement)

**Number of Positions:** 1

### **About Pinaca India**

Pinaca provides public policy and communications consultancy to Governments, Civil Administrations, Think Tanks, and Civil Society Organisations and Movements. Our ingenious research and innovative, multi-disciplinary approach help us conceive, create and manage informed and inspired campaigns and policies.

### **About the Role**

Pinaca India is working on a project with a political party in Punjab to facilitate better electoral performance through a people centric, responsive and responsible campaign. The Content Strategist shall be responsible for driving the execution of the campaign by leveraging different media platforms through targeted communication and branding activities.

### **Key Responsibilities**

- Campaign Management
  - ❖ Devise an effective and engaging Information, Education and Communication (IEC) strategy for achieving the overall goal of the project.
  - ❖ Create, implement and monitor campaigns across different platforms in consonance with the strategy.
  - ❖ Identify opportunities for promotion/collaboration and liaise with stakeholders for the campaigns.
  - ❖ Build the overall presence of the project and drive reach and engagement using various media avenues.
- Content Management
  - ❖ Coordinate with content writers, designers, video editors, social media and digital marketing specialists for high quality content and collateral creation.
  - ❖ Proofread and edit social media copies, video scripts, radio jingles and other forms of content.
- PR Management
  - ❖ Draft press releases, notes, emails and other official literature as required.
  - ❖ Identify potential media partnerships and engage with them.
  - ❖ Follow up with the media personnel and manage contacts.

### **Required Qualification and Experience**

- Bachelor's degree required preferably in Journalism, Mass Communication or a related field. Master's degree or an equivalent shall be preferred.
- Minimum 5 years of work experience in content creation and strategy, campaign and outreach management, and social media marketing.
- Prior experience of working on a research and policy project will be a plus.

## **Skills Required**

- Impeccable verbal and written communication skills (English/Hindi/Punjabi preferred).
- Expertise in drafting varied forms of literary content.
- Knowledge of different social media platforms, SEO, SMM, keyword research, and other aspects of digital marketing.
- Knowledge of storyboarding, video scripting, copywriting, formal writing and branding.
- Ability to own work streams with minimal supervision.
- Ability to prioritize and deliver on tight deadlines.
- Ability to think out of the box, visualize, and create something novel.
- Adept at monitoring, reporting and coordinating with people.

## **Compensation**

Remuneration shall be commensurate with the candidate's experience levels.