

## Social Media/Content Writer

MyGov is the citizen engagement platform of Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in>.

MyGov is looking for **Social Media/Content Writer**, responsible for writing, editing and publishing content (in all formats and mediums) about govt ministries/schemes to multiple audiences across social platforms. The **Social Media/Content Writer** is expected to have web writer skills with the ability to write clear concise well-structured paragraphs. An ideal candidate should be familiar with historical and also cross-sectoral contexts.

The ability to work in a dynamic and exciting environment with strict deadlines and in a team is highly valued. Ultimately, you'll be required to drive citizen engagement.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of initial contract period, regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for **Social Media/Content Writer**.

Interested candidates may apply in this form.

## **Social Media/Content Writer**

**Position:** 01

**Qualification:** Graduate/postgraduate in any discipline

**Years of Experience:** 1-3 years' experience

### **Roles & Responsibilities**

This is a critical role where creative writing and analytical skills are as important as the ability to work with teams across functions, with the shared objective of creating relevant, super-effective and highly engaging content – all within demanding deadlines.

The primary role is writing, editing and publishing content (in all formats and mediums) about gov't ministries/schemes to multiple audiences across social platforms.

- You must also be a web writer with the ability to write clear concise well-structured paragraphs, Tweet important gov't events (including converting Hindi speeches to English tweets), and post/cross post across social media platforms.  
Ideate/plan/write authentic, researched copy for tweets, infographics, short-form videos for all social platforms, with inputs from other teams and CEO.
- Must have excellent creative writing skills that result in high audience engagement.
- Experience in writing/creating engaging content for gov't/NGOs/policy groups for young audiences are a must.
- Experience of best SEO practices and understanding social media metrics (traffic, engagement, conversion rates) are also a must.
- Experience in smart communication techniques to boost engagement is a must.  
Experience in writing for and promoting quizzes, promotions and competitions  
Excellent fact-checking and writing skills – we are a zero false information, zero grammatical error organization

### **Requirements**

- Graduate/postgraduate in any discipline
- Proven work experience in a similar position at a communications/news agency/portal/channel
- Social sector/Gov't/Policy Thinktank experience is preferred, though advertising copywriters welcome to apply (at junior levels)  
You should be very conversant with Video – ability to write scripts for Instagram Reels is a must.
- Working knowledge of SEO, keyword research and analytics tools
- Should be proficient in uploading content at website