

Position	Social Media Officer
Location	Karnataka, Chhattisgarh
Reporting to	Lead – Operations Support
About IPE Global Centre for Knowledge & Development (CKD)	<p>IPE Global Centre for Knowledge & Development (CKD) is a not-for-profit organisation with a singular focus on women, adolescents and children. We relentlessly pursue building the agency of women, adolescents and children by providing equitable access to health, nutrition, education and 21st century skills, livelihood and employability. With a commitment to leave no one behind, our key principles of diversity, equity and inclusion drive all our goals.</p> <p>CKD was incubated in 2013 by IPE Global Limited, an international development organisation with a track record of implementing multi-sectoral, large-scale, and high-impact development projects across continents. CKD leverages IPE Global's 27+ years of experience and knowledge for maximum impact.</p>
Job Description	<p>CKD is seeking applications from eligible candidates for the position of Social Media Officer for a large-scale maternal health and nutrition project. The Social Media Officer will lead, manage, and strengthen state-level digital communication for the Cash+ initiative aimed at enhancing maternal nutrition outcomes. The role is responsible for designing, curating, and distributing creative and impactful digital content across WCD platforms, amplifying programme visibility, and engaging diverse audiences including targeted campaigns directed at engaging men for improved maternal nutrition outcomes.</p> <p>The officer will ensure that communication strategies are aligned with national and state-level guidelines, while leveraging digital platforms to drive awareness, behaviour change, and programme uptake. The position requires close collaboration with ICDS officials, district teams, and communication partners to deliver a cohesive and engaging content ecosystem.</p> <p>Digital Communication Strategy & Planning</p> <ul style="list-style-type: none"> • Develop a state-level digital communication strategy to support the objectives of the Cash+ initiative. • Align communication plans with national WCD communication guidelines, ICDS thematic priorities, and state government directives. • Create monthly/quarterly content calendars for various digital channels including social media, websites, and community-facing platforms. <p>Content Creation & Curation</p> <ul style="list-style-type: none"> • Create engaging digital content, including short videos, infographics, social media posts, animations, visual stories, and reels tailored for diverse audiences. • Curate programme-related content from field teams, districts, Anganwadis, and partners for amplification. • Ensure content is culturally sensitive, linguistically appropriate, gender-responsive, and accessible. • Support development of communication toolkits and IEC materials as required. <p>Platform Management & Campaign Execution</p> <ul style="list-style-type: none"> • Manage and optimise existing WCD digital platforms (Facebook, Instagram, YouTube, X/Twitter, WhatsApp channels, website). • Support the creation of new digital platforms when required and integrate Cash+ messaging wherever relevant. • Conceptualise and execute targeted digital campaigns to amplify programme milestones, success stories, events, and thematic days (e.g., POSHAN Maah, Matru Vandana Saptah). • Coordinate with districts to ensure consistent messaging across geographies. <p>Stakeholder Engagement & Coordination</p> <ul style="list-style-type: none"> • Work closely with ICDS state teams, district communication focal points, and development partners to gather content and ensure consistent messaging. • Liaise with government communication units, media agencies, creative vendors, and technical partners for content dissemination and campaign support.

	<ul style="list-style-type: none"> Participate in review meetings, workshops, and capacity-building efforts related to digital communication. <p>Analytics, Monitoring & Reporting</p> <ul style="list-style-type: none"> Track performance metrics such as reach, impressions, engagement rate, follower growth, and campaign ROI using analytics tools. Generate weekly, monthly, and quarterly reports detailing digital performance, insights, and recommendations. Identify content that resonates and refine communication strategies based on analytics. Monitor online sentiment and flag emerging issues or misinformation for corrective action. <p>Quality Assurance & Compliance</p> <ul style="list-style-type: none"> Ensure all content adheres to government branding guidelines, communication protocols, and approval processes. Maintain a digital content repository, including archives of creative assets, edited files, master copies, and campaign data. Uphold standards related to data privacy, ethical storytelling, and responsible communication.
Qualification & Experience	<ul style="list-style-type: none"> Master's degree in Communications, Mass Media, Public Relations, Digital Marketing, Journalism, or related fields. 8–10 years of proven experience in digital content creation, social media management, or digital marketing, preferably within development or government programmes. Experience managing communication portfolios in public health, nutrition, social protection, women and child development, or related sectors is desirable. Hands-on experience with creative design tools (Canva, Adobe Suite), video editing software, and analytics dashboards (Meta Business Suite, Google Analytics, Hootsuite, etc.).
Contract Type and Period	<p>This will be a fixed term contract.</p> <ul style="list-style-type: none"> The contract will be initially for a period of one year, extendable thereafter, based on performance. CKD is a fast-growing organization with a large portfolio of programmes across India and there could be opportunity for long term association for exceptionally good candidates on mutually agreed terms.
Compensation	The compensation package will be commensurate with qualification & experience and the last salary drawn.
How to Apply	Eligible candidates interested in the position are requested to email their application along with their detailed CV, mentioning 2 references to hr@ipeckd.org . Please mention the name of the position and preferred state in the subject line (Eg: Social Media Officer, Maternal Health & Nutrition Project, Assam) along with notice period, date of joining, current salary, expected salary.
<p>CKD is committed to adopting fair, objective, and inclusive employment practices that uphold equal opportunity and foster diversity. We strive to ensure that all employees and prospective employees are treated with dignity and respect at every stage of the employment cycle. Guided by our commitment to diversity, equity, and inclusion, we aim to cultivate a workplace that reflects and responds to varied experiences and perspectives.</p>	