

## **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 a 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 the initial contract period, a 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 a Social Media/Content Writer.**

**Interested candidates may apply in this form.**

<https://forms.gle/EoCGWN8yA5LE8Scd9>

## **Social Media/Content Writer**

**Position:** 01

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

**Years of Experience:** 4-5years' 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 govt 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 govt 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 govt/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
- Broad understanding of data and the capability to situate it within a larger context.

### **Requirements**

- Graduate/postgraduate in any discipline
- Proven work experience in a similar position at a communications/news agency/portal/channel
- Social sector/Govt/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
- Candidate must have experience in leading and mentoring a team, with proven outcomes.
- **Work Location:** Delhi.