

JOB DESCRIPTION

LEAD – SOCIAL MEDIA & DIGITAL STRATEGY

Organization: Satyarthi Movement for Global Compassion (SMGC)

Department: Communications

Reporting To: Head - Communications

Role Overview

The **Social Media & Digital Strategy Lead** will own SMGC's organisation-wide social media and digital content strategy, with responsibility for building audience, strengthening the Movement's digital identity, increasing meaningful engagement and converting attention into participation.

The role combines four dimensions:

Strategy → Storytelling → Execution → Growth

The incumbent will be responsible for developing the strategy, building the content engine, ensuring high-quality execution, activating SMGC's network and continuously using data to improve performance. This is not a coordination-only role. The incumbent is expected to think, create, execute, analyse and improve.

Key Responsibilities

1. Digital Strategy, Positioning & Editorial Direction

- Develop and own SMGC's organisation-wide social media and digital strategy.
- Define:
 - Priority audiences
 - Platform roles
 - Content pillars
 - Editorial themes
 - Tone and voice
 - Content formats
 - Audience-growth priorities
 - Engagement objectives
- Establish a coherent digital identity for SMGC across platforms while adapting execution to the nature of each channel.
- Develop a differentiated editorial voice that reflects SMGC's philosophy, work and values without becoming institutional or predictable.
- Translate complex ideas around compassion, leadership, justice, equality, peace and sustainability into content that is accessible, relevant and compelling.
- Develop clear approaches for organisational content, programme content, leadership content, partner content, field stories and thought leadership.
- Ensure that SMGC's digital presence reflects both the depth of its institutional work and the human stories behind it.
- Continuously assess how SMGC is positioned within the broader digital conversation around compassion, social change, children's rights, leadership and related issues.

2. Content Strategy & Daily Execution

Own the content pipeline from idea to publication and performance review. This includes:

- Develop and maintain a forward-looking content calendar.
- Build a sustained pipeline of content rather than relying primarily on announcements and event-based posts.
- Research, write and edit social media content.
- Develop strong:
 - Hooks

- Headlines
- Narratives
- Captions
- Video scripts
- Campaign concepts
- Calls to action.
- Create platform-native content for Instagram, LinkedIn, YouTube, X and other priority channels.
- Work with designers, videographers, editors and other creative resources to bring concepts to life.
- Independently produce quick-turnaround content where appropriate.
- Turn:
 - Speeches
 - Interviews
 - Programme insights
 - Field experiences
 - Fellow stories
 - Survivor voices
 - Archival material
 - Research
 - Events
 - Leadership engagements
 - Publications into an ongoing stream of relevant digital content.
- Identify the strongest story, quote, image, insight or moment from an event or engagement and translate it into timely content.
- Develop content before, during and after significant events so that major moments have a sustained digital life rather than disappearing after the event.
- Maintain high standards of accuracy, grammar, visual quality and brand consistency

3. Campaigns & Digital Storytelling

- Develop and lead digital campaigns around SMGC's programmes, priorities, publications, events, campaigns and major moments.
- Develop campaign narratives, content journeys and audience journeys rather than treating each post as an isolated communication.
- Build repeatable content formats that can become recognisable SMGC properties.
- Experiment with short-form video, carousels, interviews, explainers, founder-led content, community stories, visual essays and other relevant formats.
- Identify opportunities to turn long-form material into multiple pieces of high-quality digital content.
- Build storytelling approaches that balance:
 - Institutional credibility
 - Human emotion
 - Intellectual depth
 - Accessibility
 - Action and participation.

4. Leadership & Founder-Led Content

SMGC's work is closely connected to the five-decade legacy and continuing public work of Nobel Peace Laureate Kailash Satyarthi. The incumbent will:

- Develop a coherent digital approach to leadership and founder-led content.
- Translate speeches, interviews, ideas and public engagements into authentic digital storytelling.
- Identify recurring themes and ideas that can build long-term intellectual ownership for SMGC.
- Work confidently with senior leaders to obtain inputs, understand intent and translate ideas into engaging content.
- Ensure leadership content strengthens—not overwhelms—the broader identity of SMGC and its programmes.
- Identify opportunities for leadership participation in relevant digital conversations.

5. Network & Community Activation

SMGC has a growing ecosystem of fellows, survivor leaders, young change makers, advisors, partners, institutions and supporters.

The Social Media & Digital Strategy Lead will turn this network into a living digital community.

- Develop amplification plans with fellows, survivor leaders, advisors, partners and supporters.
- Develop co-created content and campaigns that allow relevant members of the network to tell their own stories.
- Identify opportunities for partners and network members to extend SMGC's reach into relevant communities.
- Build relationships with relevant creators, thought leaders, journalists, experts and digital communities.
- Develop coordinated amplification around major events, partnerships, publications and campaigns.
- Encourage meaningful participation rather than pursuing reach for its own sake.
- Identify communities where SMGC's ideas and work can add genuine value.

6. Community Management & Engagement

- Build an active, thoughtful and responsive online community around SMGC.
- Monitor comments, messages, mentions and conversations across priority platforms.
- Respond appropriately to routine engagement.
- Identify and escalate sensitive, reputational, safeguarding or otherwise consequential matters.
- Track recurring audience questions, interests and concerns.
- Use community feedback to inform future content and strategy.
- Develop mechanisms to move audiences from: **Awareness → engagement → participation → sustained community.**

7. Audience Growth & Digital Performance

The incumbent will have direct responsibility for measurable digital growth. Track and analyse:

- Relevant follower/audience growth
- Reach
- Impressions
- Engagement rate
- Shares and saves
- Video views and watch time
- Profile/page visits
- Link clicks
- Website traffic attributable to social channels
- Applications
- Event registrations
- Enquiries
- Programme participation
- Other relevant conversion actions.

The objective is not simply to increase numbers. The incumbent must build an audience that is relevant to SMGC's mission and increasingly willing to engage with and participate in its work.

Responsibilities include:

- Establish a performance dashboard.
- Develop weekly and monthly reporting.
- Identify what is working and why.
- Identify underperforming content and diagnose the reasons.
- Test new formats, narratives, publishing approaches and audience strategies.
- Use evidence to continuously improve content.
- Bring recommendations proactively to the Communications leadership rather than waiting to be asked.

8. Digital Analytics & Learning

The incumbent should develop a culture of **test → learn → improve**. This means:

- Establishing clear hypotheses for new content or campaigns.
- Testing formats, hooks, creative approaches, posting times and calls to action.
- Measuring results.
- Documenting learning.
- Scaling approaches that demonstrate value.
- Discontinuing approaches that consistently underperform.
- Distinguishing between vanity metrics and metrics that demonstrate genuine audience interest or action.

Monthly reporting should answer three questions:

- What happened? The key performance data.
- Why did it happen? The patterns and insights behind the data.
- What should we do differently? Specific recommendations and actions for the next period.

9. Brand Stewardship

- Protect and strengthen SMGC's digital identity across platforms.
- Maintain consistency in visual language, editorial tone and storytelling.
- Ensure that digital content reflects the dignity and seriousness of the communities and issues with which SMGC works.
- Work with the Communications and creative teams to develop and maintain relevant digital brand guidelines.
- Ensure that the organisation's digital presence remains contemporary without chasing every trend indiscriminately.

10. Safeguarding, Consent & Ethical Storytelling

Given SMGC's work with children, survivors and vulnerable communities, the incumbent must demonstrate particularly strong editorial judgment

- Apply appropriate standards of consent and safeguarding to digital storytelling.
- Protect the dignity, privacy and agency of children and survivors.
- Avoid sensationalising vulnerability, suffering or personal stories for engagement.
- Ensure that stories are presented with context and respect.
- Escalate any uncertainty regarding consent, safeguarding or sensitive content before publication.
- Develop digital storytelling practices that allow people whose stories are being told to retain dignity and agency.

11. Cross-Organisational Collaboration

The role is organisation-wide and will work across SMGC. The incumbent will collaborate with:

- Communications
- Programmes
- Chairperson's Office
- Legacy Documentation
- Partnerships
- Fundraising
- MEL
- Fellowship and leadership programmes
- Events
- Other teams as relevant.

Qualifications and Experience

- Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, Public Policy, International Relations, Mass Media
- Advanced Qualification: Master's Degree in Communications, Journalism or MBA in Communications, Strategic Public Relations, Media Management, International Development, Public Administration, or Marketing
- Strong track record of independently developing and executing social media strategies.
- Typically 5–8 years of relevant experience, although demonstrated ability will matter more than years alone.
- Outstanding writing and editing skills, particularly in English.
- Ability to give complex ideas clarity, personality and relevance.
- Strong editorial instincts: the ability to recognise what deserves attention, find the angle and choose the right format.
- Demonstrated understanding of platform behaviour, audience development and analytics.
- Strong content production and digital storytelling skills.
- Experience using relevant content production, scheduling and analytics tools.
- Ability to work confidently with senior leaders and translate their ideas into authentic, engaging content.
- Demonstrated ability to manage multiple priorities and deliver at speed without sacrificing quality.
- Strong attention to detail.
- Ability to challenge weak ideas constructively and recommend better approaches.
- High degree of initiative and ownership. Key Skills and Competencies

Role Expectations

- Strategic — sees the larger narrative, not just the next post.
- Creative — can find an interesting story where others see only information.
- An excellent writer — can make an important idea impossible to ignore.
- Editorially discerning — knows what to publish, what not to publish and why.
- Hands-on — willing to write, edit, brief, shoot, publish and analyse.
- Data-driven — uses evidence without allowing numbers to replace judgment.
- Fast and responsive — understands that relevance has a shelf life.
- Curious — constantly looks for new formats, ideas and communities.
- Courageous — can respectfully challenge weak thinking.
- Collaborative — knows how to get the best from colleagues and partners.
- Ethically grounded — understands that attention should never come at the cost of dignity

Compensation

Competitive remuneration commensurate with qualifications, skills, and experience, in line with the Foundation's compensation framework.

How to Apply

Interested candidates may share their updated CV via email to smgc.hr@satyarthimovement.org and update [Candidate Response Form](#)