

## **Company Profile :**

**Lotus Petal Foundation** is looking for a passionate, creative, and strategic **Social Media Manager** to become a core part of its Communications team. The ideal candidate should have a strong understanding of storytelling, visual communication, social media strategy, and audience engagement within the non-profit and education space.

This role requires someone who can balance creativity with structure, emotion with ethics, and strategy with execution. The candidate should be deeply aligned with the organisations mission of working with children and communities, while maintaining the dignity, sensitivity, and values of the brand across all communication channels.

At the same time, the person should have a basic understanding of the core tenets of Digital Marketing and has to be AI savvy.

The Social Media Manager will be responsible for leading the organisations digital presence, managing content strategy and execution, guiding the team, and ensuring timely, impactful communication across platforms.

## **Key responsibilities**

### **1.Social media strategy & planning -**

- Build platform-specific strategies for Instagram, LinkedIn, YouTube, Facebook, and other relevant channels.
- Create and manage communication calendars for regular daily posting across platforms.
- Identify opportunities for campaigns, storytelling, collaborations, and audience engagement.

### **Content development & brand communication**

- Conceptualise and curate relevant, informative, and engaging content while maintaining the ethics and dignity of the organisation.
- Lead storytelling through posts, captions, reels, videos, campaigns, and impact narratives.
- Ensure consistency in tone, visual identity, and communication style across all platforms.
- Provide creative direction for visual content, videos, and post aesthetics.
- Strategise the print media required for the school.

### **Team Management & Collaboration**

- Lead and manage the social media and design team with a collaborative, respectful, and professional approach.
- Develop and maintain a healthy work culture built on openness, accountability, and teamwork.
- Resolve conflicts and manage team dynamics with fairness and maturity.
- Coordinate effectively with internal departments including school teams, academic departments, events, and leadership.

### **Campaigns & Event coverage**

- Plan and execute communication strategies for large-scale events, campaigns, school activities, and organisational initiatives.
- Ensure smooth coordination for on-ground coverage, live updates, photography, videography, and post-event communication.
- Contribute creatively to campaigns that strengthen the organisations visibility and impact.

### **Operational excellence**

- Ensure strict adherence to timelines, deadlines, and communication schedules.
- Maintain high standards of quality, accuracy, and professionalism in all deliverables.
- Be adaptable and capable of stepping into multiple communication-related responsibilities when required.

### **Skills & Qualifications**

- Minimum 5 years of experience in social media management, communications, branding, or digital storytelling.
- Prior experience in an NGO, education institution, or social impact organisation will be preferred.
- Strong understanding of social media trends, audience engagement, and platform algorithms.
- Excellent command over written and spoken English.
- Strong visual sensibility and understanding of design aesthetics.
- Working knowledge of tools such as Canva, Adobe Photoshop, or other creative software.
- Understanding of video direction, reels, and digital visual storytelling. - Strong organisational, leadership, and interpersonal skills.
- Ability to work under pressure and manage multiple projects simultaneously.
- A proactive, solution-oriented, and ethically grounded approach to work.

### **What were looking for**

We are looking for someone who is not just a content creator, but a thoughtful communicator and team leader, someone who understands the responsibility of representing stories of children and communities with authenticity, sensitivity, and impact.

The ideal candidate should be creative yet disciplined, emotionally aware yet professional, and capable of building communication that is meaningful, ethical, and inspiring.