



Job Position - SOCIAL MEDIA MANAGER

About us

Gall Punjab Di is envisioned as a people-centric platform — a constructive, citizen-driven organization dedicated to rebuilding Punjab’s moral and social strength through dialogue, research, and collective service.

Guided by the teachings of Guru Granth Sahib Ji, especially the principle “Aval Allah Noor Upaya, Kudrat Ke Sab Bande” which affirms the oneness of all humanity, Gall Punjab Di strives to unite Punjabis across religions, professions, and generations. The platform brings together individuals and institutions committed to strengthening Punjab’s social fabric, civic values, and shared responsibility.

The organization focuses on 17 key challenges shaping Punjab today — including unemployment, drug abuse, migration, education, environment, and governance. Through structured community dialogue circles, rigorous research, and citizen-led action projects across all 23 districts, Gall Punjab Di works to catalyze practical, people-first solutions for Punjab’s future.

Role Overview

Social Media Manager will be the digital voice and chief community builder for the Gall Punjab Di movement. This role focuses on mobilizing positive energy, fostering informed dialogue, and translating the movement's research and field work into engaging, shareable content across all major digital platforms. This is a role for someone who understands both algorithms and emotions — someone who can balance analytics with authenticity.

Key Responsibilities

1. Strategy and Content Planning

- Develop and implement a social media strategy aligned with Gall Punjab Di’s mission and campaign calendar.
- Create monthly content plans that highlight stories, dialogues, events, and key social issues.
- Ensure the digital voice of organization remains consistent, credible, and rooted in cultural sensitivity.
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2. Content Creation and Management

- Oversee daily content creation — posts, videos, reels, infographics, and community stories.
- Collaborate with the Graphic Design and Research teams to translate ideas and data into engaging social narratives.
- Write impactful captions, headlines, and campaign messages in English and Punjabi.
- Curate authentic, story-driven content that reflects on-the-ground realities and citizen experiences.

- 3. Community Engagement and Growth
- Build and manage active online communities across platforms (Instagram, LinkedIn, Facebook, X, YouTube).
- Respond to comments, messages, and feedback promptly to foster dialogue and trust.
- Identify digital volunteers, influencers, and cultural voices who can contribute to the movement.
- Run small engagement campaigns and challenges to involve youth and local communities.

4. Analytics and Reporting

- Monitor social media performance using insights and analytics tools.
- Prepare monthly reports highlighting reach, engagement, growth, and audience trends.
- Recommend improvements and innovative formats to strengthen digital impact.

5. Collaboration and Coordination

- Work closely with organization's communication, field, and research teams to ensure consistent messaging.
- Coordinate live coverage of field events, community dialogues, and campaigns.
- Manage digital archives, hashtags, and online documentation for long-term storytelling.

Preferred Background and Skills

- 1–3 years of experience in social media management, digital marketing, or campaign communication.
- Education in Mass Communication, Journalism, Digital Marketing, or related fields.
- Proficiency in managing content for platforms like Instagram, LinkedIn, Facebook, and YouTube.
- Strong writing and visual storytelling skills in English and Punjabi.
- Familiarity with design and video tools (Canva, Adobe Suite, CapCut, etc.) preferred.
- Ability to think strategically, plan content calendars, and adapt tone for diverse audiences.
- Awareness of Punjab's social issues and interest in civic movements or cultural storytelling.
- Proficiency in Punjabi, Hindi and English Language

What You'll Gain

- Opportunity to lead digital storytelling for one of Punjab's most meaningful social movements.
- Exposure to grassroots narratives, civic engagement, and cultural revival initiatives.
- Collaboration with experienced communicators, designers, and researchers.
- Freedom to experiment with creative formats and social impact campaigns.
- A chance to shape Punjab's digital narrative through values of Seva, Sat, and Sarbat da Bhalla

How to Apply

- Visit - gallpunjabdi.org/careers or submit the form: <https://forms.gle/Rn7MkxguDp91AHLEA>
- Location: Chandigarh (Tricity -Onsite)