

VACANCY

EDITORIAL AND DIGITAL CONTENT MANAGER

Job Title: Editorial and Digital Content Manager

Location: Delhi

About Esya: The Esya Centre is a New Delhi based technology policy think tank. The Centre's mission is to generate empirical research and inform thought leadership to catalyse new policy constructs for the future.

About the Job: The Esya Centre is looking for a creative and talented *Editorial and Digital Content Manager* to manage and oversee the creation, development, and execution of Esya's digital content. In this role, you will be responsible for creating and managing high-quality digital content that supports our organization's mission and goals. You will work closely with the leadership, researchers, communications team, and external stakeholders to ensure that our digital content is compelling, informative, and engaging.

Summary: The *Editorial and Digital Content Manager* will assume the responsibility of creating, executing, and distributing compelling content that resonates with Esya's diverse range of audiences, including policymakers.

The role entails generating, coordinating approval for, and publishing content across multiple formats, including written, digital, social, and video. The ideal candidate must be familiar with the working of public policy in the tech sector and be able to communicate Esya's priorities via various digital events and communication channels.

The job necessitates the ability to tell engaging stories, impeccable writing and editing skills, a collaborative mindset, and expertise in communicating with policymakers.

Responsibilities:

- Develop and implement a plan to increase traffic and engagement on Esya's website, including producing and publishing content on Esya website (esyacentre.org) and other Esya microsites.
- Oversee all social media activities, from creating a strategy for Esya's social media presence to drafting and publishing content.
- Manage editorial, social media, and email calendars.
- Spearhead editorial content generation, outline the necessary assets for production, and distribute the final content.
- Plan and create event-related communications, including email requirements and timelines.
- Aid in the development and deployment of communications focused on subscribers, such as internal newsletters and email updates to subscribers.
- Monitor digital and other media metrics.

Qualifications:

- Bachelor's degree in a related field, such as journalism, marketing, communications.
- Have 3-5 years of experience creating copy and editorial content for print and digital media, with a proven record of developing content for multiple platforms.
- Previous experience in tech, policy, or advocacy communications is advantageous.

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contact@esyacentre.org

- Must have exceptional writing, editing, and verbal communication skills.
- Demonstrable experience with brand storytelling and delivering compelling content.
- Have prior experience in utilizing social media and other digital content to reach policymakers and related audiences.
- Capable of comprehending and conveying intricate policies and issues related to the tech industry in a prompt manner.
- Experienced in utilizing social media platforms and analyzing their metrics.
- Must also have proficiency in Adobe Creative Suite, including InDesign, Photoshop, and Canva.

Intangible Skills:

- A motivated self-starter who shows initiative by creating and implementing projects.
- A dependable team player who can excel in a fast-paced advocacy organization and collaborate effectively with cross-functional teams.
- A resourceful problem solver who can operate strategically and hands-on.
- Possess an exceptional eye for quality and a strong attention to detail.
- Demonstrate a high level of integrity, professionalism, and discretion when handling sensitive matters.
- Capable of interacting with senior executives.
- Able to prioritize, manage multiple projects simultaneously, and meet deadlines.

How to Apply:

Interested candidates are requested to email the following documents to contact@esyacentre.org with the subject line “Application for Editorial and Digital Content Manager”:

1. A Resume/CV.
2. A cover letter showcasing your relevant past work.

Since we are a small team, we do not have the capacity to acknowledge all applications. Only shortlisted candidates will be contacted for interviews. Applications will be accepted until a suitable candidate is found.

Remuneration:

We offer a competitive salary commensurate with experience and qualifications.