



# Social Media Associate (1 Position)



SEED (Society for Socio-Economic & Ecological Development)

Job Title	Social Media Associate
Location	Remote (Work from Home)
Engagement Type	Part time
Stipend	Competitive, based on experience

## About SEED:

SEED (Society for Socio-Economic & Ecological Development) is a Kolkata-based non profit organisation working for over two decades in the climate-vulnerable regions pan India. SEED implements integrated programmes across renewable energy, climate-resilient livelihoods, water and sanitation, child development, women's empowerment and ecosystem restoration. To date, SEED has positively impacted more than 3.66 lakh people, building community-led resilience in India's most fragile ecological landscapes.

## Position Overview:

The Social Media Associate will lead SEED's digital communication efforts across all projects and organisational initiatives. The role involves creating compelling content, managing social media platforms, and building a consistent and credible online presence that reflects SEED's work, values and impact. This role requires someone who can think at an organisational level and translate on-ground work into strong digital storytelling.

## Key Responsibilities:

- Create and manage content across SEED's social media platforms including LinkedIn, Instagram and Facebook.
- Develop and execute a content strategy aligned with organisational priorities.
- Document and translate field activities into high-quality posts, reels and impact stories.
- Support communication for multiple projects including solar energy, protection and education for climate affected children, mangroves, WASH and climate resilient livelihoods.
- Manage campaigns around key events and awareness days.
- Coordinate with internal teams to gather updates, visuals and data.

## Qualifications and Experience:

- Graduate in Communications, Media, Marketing or related field.
- 0-2 years of experience in social media or content creation.
- Experience in development sector communication is an advantage.

## Skills & Competencies:

- Strong writing and storytelling ability
- Basic design and video editing skills (Canva or similar tools)
- Understanding of social media platforms and trends
- Sensitivity to social sector narratives

## Application Process:

Interested candidates need to submit an updated CV with contact details to: [seed.naktala@gmail.com](mailto:seed.naktala@gmail.com) and cc to [alima@seedin.org](mailto:alima@seedin.org) and [mrinal@seedin.org](mailto:mrinal@seedin.org)



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