



Under aegis of Hockey Ace Foundation
(A joint venture of TATA Steel and Tata Trusts)

ODISHA NAVAL TATA HOCKEY HPC

Position Name:	Media & Communication Manager
Post:	One
Location:	Bhubaneswar
Report To:	Project Director
Roles & Responsibilities:	
<ul style="list-style-type: none">Develop and implement engaging multilingual social media strategies, creating content that drives conversation, builds community, and promotes the team and its players.Contribute to creative ideas for multimedia content as part of the output procedure.Monitor social media trends and adapt strategies accordingly.Managing and overseeing campaigns, case studies, and stories to ensure all are fully integrated across stakeholders and meeting the set objectives.Develop and manage the content calendar ensuring social media content is regular, relevant, and engaging.Engaging with fans and followers to build relationships with the community across different social media platforms.Attend, represent, and promote academy events, tournaments, and games.Development of concepts to represent the existing phase of the program in the audiovisual.Responsible for the completion of any program-based content by maintaining close coordination with selected external agencies.This role requires graphic designing and system work in connection to the relevant output, hence the candidate should be familiar with the required software and its utilization.	
Qualification, Experience & Skills	
Educational Qualifications (Threshold educational background required to execute the role)	<ul style="list-style-type: none">Bachelor's degree from a recognized University.
Relevant experience (Type/ Nature and years of relevant experience required to execute the role)	<ul style="list-style-type: none">Must have 2-3 years of work experience in a relevant field.
Technical Competencies (Threshold skills and Capabilities required to execute the role)	<ul style="list-style-type: none">In-depth understanding of all relevant social media platforms - YouTube, Facebook, X, Instagram, etc.Strong copywriting skills including exceptional spelling and grammar, as well as writing techniques to capture target audiences.



Under aegis of Hockey Ace Foundation
(A joint venture of TATA Steel and Tata Trusts)

ODISHA NAVAL TATA HOCKEY HPC

	<ul style="list-style-type: none">• Good photography, video editing, and graphic design skills and knowledge of design software such as Adobe apps, Canva, etc.• Ability to identify and track relevant community metrics.• Monitoring the success of the community and social media in terms of the overall marketing trends.• Ability to work independently and manage multiple priorities simultaneously.
Behavioral Competencies (Threshold skills and capabilities required to execute the role)	<ul style="list-style-type: none">• Communication Skills (Proficiency in Odia is a plus)• Good Interpersonal Skills• Liaising• Project Coordination/Management• Stakeholder Management• Analytical Skills• Reporting skills• A determined team player
Eligibility	
<p>Applicants having the required educational qualification & relevant work experience are eligible to apply to</p> <p>Project Director- Odisha Naval Tata Hockey High Performance Centre, Odisha (Joint Initiative of Tata's & Govt. of Odisha).</p> <p>Contact: officeofpd@navaltatahockey.com</p> <p>Last Date of Submission: 15/02/2024</p>	