TAMIL NADU FOREST DEPARTMENT

INFORMATION TECHNOLOGY WING

JOB VACANCY

Position: Social Media Specialist

(On Contract / Outsourcing)

SALARY (CONSOLIDATED)
₹40,000
pm (consolidated)

KEY RESPONSIBILITIES

Content Creation
Produce engaging posts, posters, infographics, and short videos (Reels/Shorts) for department updates, awareness drives, and conservation initiatives.

Platform Management
Manage and monitor official departmental handles on **X (Twitter), Facebook, Instagram, and YouTube**.

Public Engagement
Respond to public inquiries promptly and address fake news or misinformation with verified, official updates.

Analytics
Track performance metrics, reach, and engagement, providing monthly reports to the IT Wing.

QUALIFICATIONS & SKILLS

EDUCATION:
Degree in Mass Communication, Journalism, Visual Communication, Media, or related fields.

EXPERIENCE:
1–2 years in social media management, content creation, or digital marketing.

ESSENTIAL SKILLS:
- ✓ **Design & Editing:** Canva / Photoshop and video editing software/apps.
- ✓ **Digital & AI:** AI tools, MS Office Suite, and basic computer proficiency.
- ✓ **Language:** Strong bilingual communication skills (Tamil & English).

★ DESIRABLE SKILL:

Photography & Videography: Hands-on experience in taking photos and videos for events, field updates, and promotional content.

TO APPLY:

Send resume to:
tnforest@nic.in