Social Media Analyst at IDR | Job Description 2025

About IDR
With a reach of nearly 20million, IDR (India Development Review) is India's first and largest independent media platform for the development community. Founded in 2017 as a nonprofit, we advance knowledge on social impact in India through ideas, opinion, analysis, and real-world practice.

About the Role
IDR is looking for an entry-level Social Media Assistant to support our day-to-day posting across platforms such as Instagram, LinkedIn, X, and Facebook.

This role is ideal for someone who loves writing, understands how social media works, and wants to build experience in digital communication. Prior social sector experience is not required.

This is a full-time position, with flexible working arrangements reflecting IDR's operational policy; in-office presence may be required based on location.

Responsibilities
- Draft, format, and post daily content across IDR's social media channels.
- Ensure accuracy, clarity, and consistency in all captions and posts.
- Coordinate with the editorial and marketing teams to schedule posts.
- Monitor basic engagement (likes, comments, shares) and flag relevant activity.
- Maintain an organised posting calendar.
- Stay updated on social media trends, formats, and best practices.

Apply if you have
- Strong writing and editing skills.
- Good understanding of how major social media platforms work.
- Ability to follow brand tone and style guidelines.
- Attention to detail and ability to manage deadlines.
- Interest in digital communication and willingness to learn.
- Prior experience with design tools (e.g., Canva) is a bonus but not mandatory.
- No prior experience in the social sector required.

You will be a right fit if you are organised, curious, internet-savvy, and excited to help share IDR's work with a wider audience.

To apply, send your CV a few lines about why you want to work at IDR, in this role to writetous@idronline.org.

The salary range for this role is INR 3.96 lakh - INR 4.32 lakh per annum.