

Consumer Unity and Trust Society (CUTS) is a leading think-tank working on economic and public policy issues. From its modest beginnings in 1983, CUTS has grown significantly as a local and global research and advocacy group in addressing the challenges to enhance consumer welfare. From a small voluntary consumer non-governmental organisation (NGO) working locally in Rajasthan, a state in North West India, to make consumers aware of their rights and seek resolution of their grievances, CUTS has over time progressed to policy research and network-based advocacy on various public policy issues at state, national, regional and international levels.

Its work spans a multi-pronged agenda targeted to the realisation of CUTS' Vision of 'Consumer sovereignty' and its Mission of 'consumer sovereignty in the framework of social justice, economic equality and environmental balance, within and across borders.'

CUTS work now revolves around three verticals: Rules-based Trade, Effective Regulation and Good Governance. This graduation happened organically because of the demands made on CUTS to work on policy issues, which would enhance consumer welfare, with the realisation that consumers need to be protected upfront and not only ex post.

Please refer link for more information <https://cuts-international.org/>

JOB CODE: CUTS76GD

VACANCY: Graphic Designer/Social Media Handler

JOB PROFILE

Consumer Unity & Trust Society (CUTS) is looking for a talented and committed Graphic Designer/Social media handler to administer our social media accounts for its centre for **Jaipur, Rajasthan**.

The candidate will be responsible for creating original text and video content, managing creative posts and responding to followers. He/She will manage our company image in a cohesive way to achieve our visibility goals.

As a Graphic Designer/Social media handler, we expect you to be up-to-date with the latest graphical technologies and preferable social media trends. You should have excellent communication skills and be able to express our company's views creatively.

Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

The candidate is expected to lead key projects, and play a key role in design, delivery and management of projects. Knowledge of practical aspects of power generation sector, economics, environment, law, and political economy is desirable.

RESPONSIBILITIES

- Perform research on current benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific objectives and report on ROI

- Use of platforms like Canva tools & technics for making Posters, Videos, Logos and Instagram post or stories
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor SEO and web traffic metrics
- Collaborate with other teams and centres in the organisation service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook, LinkedIn, Twitter timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications

PERSONAL ATTRIBUTES

1. **Communicate Effectively:** Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques;
2. **Creativity/Innovation:** Develop new and unique ways to create postings and increase views;
3. **Planning & Organising:** Able to multitask, prioritise, and manage time efficiently;
4. **Relationship Management:** Anticipate, understand, and respond to the needs of relevant stakeholders to meet or exceed their expectations within the organisational parameter; web series, webinars, conferences etc.
5. **Make Decisions:** Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organisation;
6. **Cultural Understanding:** International mind set, understands different perspectives and is able to work comfortably in multi-cultural environment;
7. **Accountability:** Self-starter with a strong sense of initiative and focused on results; ability to manage multiple projects within ambiguous and undefined parameters.

TECHNICAL COMPETENCIES

- Hands on experience in content management
- Excellent copywriting skills
- Excellent ability to deliver creative content (text, image and video)
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills

QUALIFICATIONS AND EXPERIENCE

- Graduate/Post Graduate from an institute of good repute;
- 0-2 years of relevant experience.
- Previous experience in the required field will be an added advantage;
- Proficiency in English and Hindi both languages desired.
- Experience of working in a multicultural environment will be an added advantage.

COMPENSATION

CUTS recognises that the right candidate will have a significant impact on success of the organisation and is prepared to offer an attractive compensation package for the non-profit sector, commensurate with expertise and experience.

LOCATION

The position will be based in

- **CUTS International (<https://cuts-international.org/>)**

Frequent travel around India with potential for international travel to partners and conferences will be expected.

TO APPLY

Qualified candidates should send their resumes to careers@cuts.org, along with a cover letter highlighting your suitability for the position. Please mention job code in subject line of application. Any application received without the appropriate job code will not be considered.

Given the large volumes of applications we receive, we are unable to respond to all applicants and our responses are limited to those who are shortlisted. If you do not hear from our end within 30 days after the submission of the application, please consider that you have not been shortlisted.

CUTS is an equal opportunity employer and considers all applicants on merit without regard to race, national origin, religious beliefs, gender, marital status or physical disability. Women candidates are encouraged to apply.

Consumer Unity & Trust Society (CUTS) International

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