

Job Title: Social Media Manager

Location: New Delhi

Organisation: Fencing Association of India (FAI)

General Description

The Social Media Manager will be responsible for managing, growing, and enhancing the digital presence of the Fencing Association of India across all social media platforms. The role requires strong content creation skills, creativity, and the ability to communicate the achievements, events, and activities of FAI engagingly and professionally.

Key Responsibilities

1. Content Creation & Management

- Develop and publish engaging content across all official social media platforms (Instagram, Facebook, X/Twitter, YouTube, LinkedIn, etc.).
- Write clear, catchy, and sport-relevant captions tailored to different platforms and audiences.
- Create short-form videos, reels, athlete highlight posts, behind-the-scenes content, and tournament updates.
- Maintain a structured content calendar to ensure consistent and timely posting.

2. Photography & Media Handling

- Capture photos and videos during competitions, camps, meetings, and official events.
- Use existing media from FAI archives to create new content.
- Possess a good eye for photography, framing, and storytelling through visuals.
- Organise, label, and maintain FAI's digital Photo & Media Gallery.

3. Social Media Monitoring & Growth

- Track platform analytics to measure performance and engagement.
- Identify trends, hashtags, and opportunities to improve digital reach.
- Engage with the fencing community, athletes, coaches, and officials online to enhance visibility.

4. Event & Competition Coverage

- Provide real-time social media updates during national and international competitions.
- Coordinate with athletes and officials to gather quotes, results, and visual content.
- Ensure timely dissemination of medal updates, schedules, announcements, and achievements.

5. Branding & Communication

- Ensure consistency in messaging, tone, and branding across all digital platforms.

- Assist in developing promotional materials, posters, and digital campaigns for major events.
- Support internal communication initiatives and highlight FAI programmes, milestones, and partnerships.

Qualifications & Skills

Essential

- Bachelor's Degree in any discipline.
- Strong understanding of major social media platforms and their tools.
- Ability to write crisp, engaging captions and posts.
- Basic photography and videography skills.
- Ability to design simple creatives (e.g., using Canva or similar tools).

Desirable

- Diploma or certification in Digital Marketing, Mass Communication, Media Studies, Journalism, or related fields.
- Prior experience managing social media pages for organisations, sports teams, athletes, or brands.
- Prior experience in photography and digital content creation at major international sporting events (Olympic Games, Asian Games, CWG, Winter Games, etc.).
- Familiarity with fencing or Olympic sports content.

Personal & Professional Attributes

- Creative thinker with strong storytelling skills
- Good sense of visual composition and aesthetics
- Highly organised and able to maintain digital archives efficiently
- Ability to work under tight deadlines, especially during events
- Strong communication and interpersonal skills
- Flexible and willing to travel for competitions and camps when needed
- High level of professionalism and responsibility

Application Procedure

Eligible candidates may send their applications along with a detailed CV to:

Email: comm@fencingindia.org

Subject Line: Application for SMM – Fencing Association of India- [Full Name]