

GD GOENKA HIGH SCHOOL JOB DESCRIPTION TEMPLATE

“Shape young minds, while shaping your own career.”

1. JOB TITLE

Social Media Executive

2. DEPARTMENT / REPORTING TO

Department: Admin

Reports to: Marketing & Admissions Manager / Principal / Board of Promoters

3. JOB LOCATION / POSITION TYPE

Sohna/ VK /Fulltime

4. JOB PURPOSE / SUMMARY

The Social Media Executive will manage the school’s/group’s online presence across multiple social platforms, creating engaging content, driving community interaction, and strengthening brand visibility. The role requires creativity, strong communication skills, and the ability to leverage digital platforms to engage with students, parents, alumni, and the wider community.

5. ABOUT THE ORGANISATION:

Organisation Culture: At GD Goenka High School, our culture is built on the foundation of excellence, inclusivity, and innovation. We foster an environment where every individual—whether in teaching, administration, or support—feels valued, respected, and empowered to contribute their best. Guided by our THRIVE values (Trust, Humility, Respect, Innovation, Vision, and Excellence), we create a workplace that balances high professional standards with a deep sense of belonging and care.

Collaboration, continuous learning, and recognition of contributions are central to our ethos. We encourage openness, creativity, and accountability, while also celebrating milestones and personal achievements. With strong emphasis on ethics, well-being, and growth, GD Goenka's organisational culture is not just about building great careers, but about shaping meaningful lives.

Vision : Rooted in a rich legacy of excellence, we aspire to set global benchmarks in education. As a progressive organization, we are committed to creating learning environments that foster innovation, agility, intellectual curiosity, and responsibility.

Mission : We are committed to becoming one of the top 10 respected education brands in India and globally, accredited and ranked by reputed agencies in all categories. Our mission is to support and empower our partner institutions and stakeholders across all disciplines with leadership, culture and resources to ensure their growth and excellence

Values :



Team Centric - We believe in the power of collaboration and shared success, where every achievement is a collective milestone. By fostering mutual support and a spirit of teamwork, we ensure that progress is a unified effort, strengthening our community and amplifying impact.

Harmonious - We remain adaptable yet grounded, creating an environment where diverse perspectives coexists in synergy. While embracing change, we stay true to our core values and heritage, ensuring that progress is achieved with integrity, balance and respect for our roots.

Resilient - Challenges are opportunities to grow. We persevere with agility, adaptability, and an indomitable spirit, turning setbacks into stepping stones towards our vision. With a mindset of continuous learning and improvement, we move forward with confidence & purpose.

Innovative - We boldly reimagine possibilities, pushing the boundaries of creativity and progress. By fostering a culture of curiosity and forward-thinking solutions, we shape the future, ensuring that we remain at the forefront of transformational change.

Versatile - We evolve with the times while staying true to our essence. Our ability to adapt and integrate new ideas without losing our identity empowers us to succeed in an ever-changing world. By balancing tradition with innovation, we remain relevant, dynamic, and impactful.

Empathetic - Integrity, respect, and inclusivity define our approach. We create a culture of trust and transparency, treating everyone with dignity and compassion. By fostering an environment where every individual feels valued and heard, we enable collective success and shared growth.

6. KEY RESPONSIBILITIES

The responsibility of the Social Media Executive would include, but are not limited to -

Administrative Responsibilities:

Content Creation & Management

- Develop, curate, and publish engaging content (posts, reels, stories, graphics, videos) across platforms such as Instagram, Facebook, LinkedIn, Twitter (X), and YouTube.
- Collaborate with the design and photography teams to create visually appealing posts.
- Draft compelling captions, hashtags, and content calendars aligned with campaigns.

Social Media Strategy

- Implement the social media plan in line with the school's marketing and admissions goals.
- Enhance brand presence through storytelling, event highlights, and student achievements.
- Identify opportunities for digital campaigns and influencer collaborations.

Community Engagement

- Monitor and respond to comments, messages, and reviews in a timely and professional manner.
- Engage with parents, alumni, and students to foster an active online community.
- Moderate user-generated content to maintain brand reputation.

Analytics & Reporting

- Track and analyze social media performance using insights and analytics tools.
- Prepare monthly reports on growth, reach, engagement, and campaign success.
- Suggest data-driven improvements to enhance content performance.

Event & Campaign Support

- Cover live school events, functions, and celebrations on social platforms.
- Collaborate with admissions and marketing teams for targeted digital campaigns.
- Support in paid ad campaigns (Facebook Ads, Google Ads, Instagram Promotions).

Trendspotting & Innovation

- Stay updated on the latest social media trends, tools, and platform updates.
- Experiment with new content formats (Reels, Shorts, interactive polls, challenges).
- Recommend innovative ideas to boost online engagement and brand recall.

Community Engagement Responsibilities:

- Conduct health and wellness sessions for parents, students, and the wider school community.
- Participate in awareness drives on nutrition, hygiene, and adolescent health.
- Collaborate with community healthcare providers for joint health initiatives and medical camps.
- Promote a culture of safety, hygiene, and preventive care within the school environment.

- Represent the institution in public health forums or education-related medical panels when required.

ALIFICATIONS / REQUIREMENTS

- Bachelor's degree in Marketing, Mass Communication, Digital Media, or related field.
- 2-4 years of social media management experience (education/hospitality/retail sector preferred).
- Proficiency in social media platforms, analytics tools, and scheduling tools (Hootsuite, Buffer, Later, Meta Business Suite).
- Basic skills in Canva/Photoshop/Video Editing tools preferred.
- Experience in running paid promotions and ads is an advantage

7. COMPETENCIES / SKILLS

- Strong communication and storytelling ability.
- Creative mindset with an eye for design and trends.
- Analytical skills to measure performance and optimize campaigns.
- Ability to work under deadlines and manage multiple platforms.
- Proactive, innovative, and detail-oriented.

9. GENERAL REQUIREMENTS

The elements contained in this job description are subject to amendment as the needs of the school change. Any other duties that go naturally, customarily and conventionally with the work and job of Social Media Executive , which are implied in the effective and smooth running of the School and/or such other professional duties, responsibilities or assignments as GDG may delegate from time to time as, it may, deem appropriate.

In addition to the above, responsibilities will include any other tasks/ assignments or work assigned by the Principal/Administrator/Management /Respective CXO/Promoters.