POLITICAL
SOCIAL MEDIA MANAGER

Job Ref. No: #JDMPR3481

2025 - 2026

- **Company Name** : Moris Media Private Limited
- **Designation** : Political Social Media Manager
- **Job Type** : Full Time
- **Industry** : Public Relations and Communications Services
- **Department** : Political Digital Communications Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a Political Social Media Manager in India. This job may require you to work in a hybrid setting, balancing remote coordination with on-site campaign coverage during active phases. As India's leading Political PR and Digital Reputation Management agency, **Moris Media** empowers political leaders, parties, and public figures to communicate authentically and strategically with their audiences through data-driven digital storytelling and consistent online engagement.

The **Political Social Media Manager** will play a crucial role in managing the digital identity of political clients, ensuring that every online message, post, and campaign reflects the leader's values, tone, and objectives. This position demands a deep understanding of political communication, social media ecosystems, and audience sentiment. The candidate will oversee the design, execution, and monitoring of digital campaigns across major platforms—**X (formerly Twitter), Facebook, Instagram, YouTube, and LinkedIn**—while maintaining alignment with the broader campaign narrative.

The role requires the ability to translate political strategies into compelling content and ensure message discipline under fast-paced, high-stakes conditions. The Social Media Manager will collaborate with writers, designers, strategists, and PR specialists to produce coordinated digital outputs that reinforce visibility, credibility, and public trust. Daily responsibilities include supervising posting schedules, tracking engagement analytics, managing online interactions, and providing timely insights to guide campaign adjustments.

This position also involves **real-time monitoring of public sentiment, trend analysis, and rapid response to online developments**, especially during key political moments. The ideal candidate will combine creativity with analytical precision—balancing strong editorial judgment with situational awareness—to ensure that Moris Media's clients maintain a credible, consistent, and influential digital presence. Through this role, the Social Media Manager helps bridge communication between leadership and citizens, ensuring every digital interaction supports the larger political vision.

Primary Responsibilities

- **Develop and execute social media strategies** aligned with overall political campaign goals and communication objectives.
- **Plan, curate, and schedule content** across platforms including X, Facebook, Instagram, YouTube, and LinkedIn to maintain consistent visibility.
- **Collaborate with content writers, designers, and strategists** to ensure cohesive messaging and alignment with the campaign narrative.
- **Monitor engagement metrics and sentiment analysis** to assess campaign performance and refine ongoing

strategies.

- **Maintain message discipline and tone consistency** across all social media posts, comments, and responses to reflect the leader's voice.
- **Oversee daily social media operations**, including community management, moderation, and timely audience engagement.
- **Identify trending topics and political discussions** to integrate relevant themes into campaign storytelling and digital outreach.
- **Manage online reputation** by tracking mentions, handling misinformation, and providing factual, composed responses in real time.
- **Prepare performance reports and analytical summaries** to present insights to leadership and support data-driven decision-making.
- **Coordinate live coverage** of political events, press conferences, and campaign activities to enhance real-time engagement.
- **Ensure brand compliance** in every creative output, maintaining uniformity in tone, visuals, and message delivery.
- **Work closely with PR and media teams** to synchronize online narratives with traditional communication efforts.
- **Supervise digital advertising initiatives** by coordinating with the paid media team to optimize campaign reach and targeting.
- **Adapt communication approaches** based on audience feedback, emerging issues, and changes in voter sentiment.
- **Stay updated on platform policies, algorithms, and digital trends** to maintain competitive performance and audience relevance.

Required Skills

- **2 to 7 years of professional experience** in social media management, political communication, or digital marketing within PR or campaign environments.
- **Strong understanding of political narratives and audience behavior**, with the ability to craft communication that resonates across diverse voter segments.
- **Confident and outspoken personality** capable of managing high-profile communication and representing leadership tone with precision and composure.
- **Proficiency across major social media platforms** including X (Twitter), Facebook, Instagram, YouTube, and LinkedIn, with a clear grasp of platform algorithms and engagement tools.
- **Expertise in content planning, copywriting, and visual storytelling**, ensuring that every post aligns with campaign messaging and audience sentiment.
- **Analytical ability to interpret insights, metrics, and sentiment data** for performance tracking and strategy optimization.
- **Experience in online reputation management**, handling sensitive political issues, misinformation, and public reactions professionally.
- **Excellent communication and coordination skills** to collaborate effectively with creative, digital, and PR teams in a fast-paced environment.
- **Ability to manage multiple digital campaigns simultaneously**, maintaining consistency, quality, and strategic focus.
- **Sound judgment and editorial discipline** to uphold message accuracy, neutrality, and credibility under pressure.
- **Crisis management skills** with the ability to make swift, fact-based decisions during dynamic or high-stakes campaign situations.
- **Creativity and adaptability** to tailor messages for different regions, languages, and evolving political contexts.

- **Strong organizational and scheduling skills** to handle daily content workflows and live event coverage efficiently.
- **Technical familiarity with analytics tools and social media dashboards** for performance evaluation and reporting.
- **Willingness to travel** for on-site campaign activities, political events, or field-based digital coverage as required.

Qualifications & Experience

Qualification

• Bachelor's or Master's in Mass Communication, Journalism, Digital Media, or Political Science
• Certification in social media management, analytics, or reputation management preferred
• Excellent writing, editing, and planning skills
• Strong grasp of digital communication tools and analytics platforms
• Awareness of political communication ethics and online regulations

Experience

• 2–6 years of experience managing social media for political, media, or PR organizations
• Proven record of growing engagement and visibility for political figures or causes
• Experience coordinating cross-platform digital campaigns
• Understanding of digital reputation management and influencer collaboration
• Ability to perform under time-sensitive campaign schedules

Personality Type – Consultative and Strategic

• Strategic Thinker: Understands digital impact within political frameworks
• Detail-Oriented: Maintains high accuracy across all campaign outputs
• Collaborative: Works effectively with creative and strategic divisions
• Calm Under Pressure: Manages communication in dynamic campaign environments
• Innovative: Brings new digital ideas grounded in data and audience insight
• Proactive: Anticipates challenges and plans engagement responses
• Travel-Ready: Open to traveling for campaign and event coverage when required

Travelling Requirement

This hybrid role involves periodic travel to campaign sites, media events, and on-ground activations. Candidates must be ready to coordinate live digital coverage when needed.

Requirements for Hybrid Setup

- Dedicated workspace for daily coordination and content review
- Reliable high-speed internet connection
- Laptop or desktop with functional camera and microphone
- Flexibility to work from office or field locations during campaign periods

Salary

Compensation will be finalized based on experience, skill level, and campaign responsibility.

End Note

If you have strong expertise in digital storytelling, political communication, and social media management, this role offers the opportunity to shape narratives that influence public perception and national conversations.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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