



ASSISTANT MANAGER – DIGITAL COMMUNICATIONS & STRATEGIC INITIATIVES

About Indian Direct Selling Association

The Indian Direct Selling Association IDSA is an autonomous, self-regulatory body for the direct selling industry in India. The Association acts as an interface between the industry and policy-making bodies of the Government facilitating the cause of Direct Selling Industry in India. IDSA strives to create and further an environment conducive to the growth of direct selling industry in India, partnering industry and government alike through advisory and consultative activities.

Job Summary

The Assistant Manager will be responsible for driving the organization's communications strategy across digital platforms, managing media and stakeholder engagement, enhancing member interaction, and supporting program execution. The ideal candidate should be a creative thinker with a strong grasp of digital media, excellent communication skills, and hands-on experience in social media management, graphic designing, and event coordination.

Location: New Delhi

Reports to: Secretary General / Assistant Secretary General

Type: Full-time

Key Responsibilities

Digital Media & Communications

- Draft and edit press releases, media pitches, speeches, scripts, and communication material for public dissemination.
- Manage public relations through liaison with PR agencies and media outlets; respond to media queries effectively.
- Plan and execute email marketing and awareness campaigns.
- Maintain and update the IDSA website and oversee its design, content, and performance.
- Curate, create, and publish content (text, image, and video) across social media platforms such as Facebook, LinkedIn, and Twitter through coordination with Social Media agency.
- Design engaging social media creatives using graphic design tools (e.g., Canva, Adobe Suite).
- Track media coverage, maintain media clippings and develop monthly communication reports.

Social Media & Content Management

- Maintain an active presence on IDSA's social media platforms through daily content scheduling and interaction.

- Respond to comments, queries, and engagement on social media handles.
- Ideate and develop new digital initiatives and campaigns to enhance visibility and impact.

Stakeholder & Membership Engagement

- Act as a key point of contact for member communication and queries.
- Manage contact databases for members, government officials, trade bodies, and associations.
- Coordinate with members for documentation and issuance of membership certificates.

Program & Event Management

- Support planning and execution of conferences, summits, stakeholder meetings, and internal events.
- Liaise with event management teams and ensure seamless coordination and execution.
- Prepare briefing materials, event scripts, talking points, and background notes for key speakers.

Administrative & Operational Support

- Maintain registers for members, directors, assets, and attendance.
- File documents related to government, association activities, and internal governance.
- Support the Secretary General / Senior Manager in communication and operational tasks.
- Maintain staff records, issue internal circulars, and handle office coordination activities.

Desired Skills & Qualifications

- Graduate/Postgraduate in Communications, Public Relations, Marketing, or a related field.
- 2–3 years of experience in communications, digital media, public relations, or related roles.
- Hands-on experience with email marketing, website management, and social media analytics is a must.
- Proficiency in graphic design tools like InDesign, Canva, Adobe Photoshop, Illustrator, etc .
- Proficiency in using Microsoft Powerpoint, Word and Excel for key project related tasks.
- Strong writing and editing skills in English with a flair for creative content.
- Excellent organizational, multitasking, and stakeholder engagement skills.

Application Instructions

Send your application with your resume along with a cover letter to: idsasg@idsa.co.in & amarpreet@idsa.co.in

We look forward to your application.
