

**Job description: Social Media Assistant – Hindi**

**Overall objective:**

Expand the reach of FIH's social media channels in Hindi-speaking countries, as part of FIH's strategy to expand the reach of its social media channels in countries and languages that are prime markets for Hockey.

**Responsibilities:**

- Create content in Hindi - and English (when needed) - for FIH's digital channels: Instagram, Facebook, Twitter and YouTube
- Apply FIH social media strategy to the targeted markets
- Assist in increasing followers of FIH digital communities
- Create specific content directed at Hindi-speaking audiences
- Re-purpose content from other sources for our own channels in Hindi. Example: Latest trends, Fan engagement ideas, innovative techniques to communicate to our fans.
- Support the FIH designer with FIH tournament related designs

**Skills/Technical skills:**

- Fluent in Hindi and English (written and spoken)
- Basic knowledge of Adobe's softwares: Photoshop, Illustrator, Premiere Pro
- Knowledge of hockey (or basics of hockey) needed
- Should have good understanding of Instagram reels and YouTube shorts

**Location**

- India/Asian sub-continent

**Duration**

- November 2021 – July 2022 (Extendable)

**If you wish to apply for the role or have any further questions drop us an email at [video@fih.ch](mailto:video@fih.ch).**