

EXPRESSION OF INTEREST

Applications are invited from Individuals / Agencies to take up Social Media promotional activity for GCC branded products and image building of the organization

The Girijan Co-operative Corporation (GCC Ltd.) is a public Sector undertaking of Govt. of Andhra Pradesh established in the year 1956 with an objective to improve Socio-economic up-liftment of Tribal Communities in the State.

GCC is actively involved in Business Promotion of various products sourced from Forest & Agriculture produce being gather by tribals viz.. Coffee, Honey, Tamarind, Turmeric Powder, Rajmah, Sheekakai, Soapnut, Amla, Bilva, Nannari sharbats, Triphala and other toilet soaps. These branded products are marketed to distribution channels and online as well.

GCC is on the lookout to engage Individuals / Agencies on monthly remuneration basis to promote the GCC branded products and its day to day activities on Social Media Platforms.

Expression of Interest is called from individual / Agencies, who are having expertise in social media to promote the activities of orgs and its product services on various Social Media Platforms. The campaign is aimed to grow the GCC's business as well as to reach the target audience at a larger level.

Core Responsibilities of the incumbent:

- Prepare, Activate the profiles and manage accounts of Girijan Cooperative Corporation Ltd's in Social Media platforms (i.e. Facebook, Twitter, Instagram, LinkedIn, Google+, YouTube Etc)
- Design and day to day updates of Profile accounts in Social Media (i.e: Timeline cover, profile pictures, thumbnails, ads, etc.).
- Manage social media marketing campaigns and relevant day-to-day activities
- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Design, create and manage promotions and Social ad/paid campaigns.
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Events and News update in Group website on regular basis.
- Analyze key metrics and tweak strategy as needed.
- Compile reports for management showing results

Preference will be given to those individuals / agencies having adequate knowledge on tribal oriented activities / organic products / worked as NGOs in the tribal areas.

The individuals / agencies responding to EOI have to furnish following details in a sealed cover so as to reach this office by 26.09.2016.

S.No	Particulars	
1	Name of the Individual / Agency	
2.	Experience in relevance (social media network)	
3	Copies of the documents showing their experience in handling social media campaigning to be furnished	
4	A brief note on proposed activities to promote social media campaigning for GCC in next 3 months to be furnished by the agency	
5	Monthly remuneration expected by agency / individual to handle social media campaigning for GCC products and corporate activities	
6	Ad support proposed per month to implement by agency / individuals through social media network. (The incumbent is expected to propose various platforms for Ads and account for the same on monthly basis with relevant bills	

Signature of Applicant

Name:

Mobile No:

Address for communication:

The application in prescribed format to reach VC & Managing Director, Visakhapatnam or by raviprakash2525@gmail.com on before 26.09.2016.

**Sd/- A.S.P.S RAVI PRAKASH
VC & Managing Director**