



NABKISAN Finance Limited
(A subsidiary of NABARD)

NABKISAN Finance Limited (NKFL), a subsidiary of NABARD is registered as Non-Banking Finance Company (NBFC) with a balance sheet size of more than Rs. 7000 Crore. NKFL provides loans for agriculture and other rural projects to various categories of borrowers viz., Producer Organizations, NBFCs, MFIs, corporates, agri start-ups, etc. NKFL is also a leader in lending to Farmer Producer Organisations (FPOs).

NKFL is looking for recruitment for the post of **Assistant Manager - Social Media at Assistant Manager cadre**

No. of posts – 01

Location: Mumbai

We are looking for a Social Media Assistant Manager who shall be responsible for managing the organization's digital presence, driving engagement, and building brand awareness across social media platforms in alignment with business and regulatory objectives.

Key Responsibilities:

- Develop and execute comprehensive social media strategies aligned with business goals
- Manage and oversee content creation across platforms (LinkedIn, Twitter/X, Facebook, Instagram, YouTube, etc.)
- Maintain and enhance brand positioning and digital footprint of NABKISAN
- Plan and manage social media campaigns for product launches, events, and corporate initiatives
- Monitor social media channels for trends, engagement, and customer queries; ensure timely responses
- Track and analyse performance metrics (reach, engagement, conversions) and prepare reports
- Coordinate with internal teams (Marketing, Business, PR, Compliance) for content alignment
- Ensure all communications adhere to RBI guidelines and compliance standards for NBFCs
- Manage paid media campaigns including budgeting, targeting, and performance optimization
- Develop thought leadership content, storytelling narratives, and success stories in agriculture finance
- Handle crisis communication and reputation management on digital platforms
- Liaise with external agencies, designers, and content creators
- Maintain content calendars and ensure timely execution of campaigns

- Benchmark industry trends and competitor activities

Educational Qualification:	<ul style="list-style-type: none"> ✓ Graduate in Marketing / Communications / Business Administration / Journalism / Digital Media ✓ Postgraduate / MBA in any relevant field / Digital Marketing / Communications (preferred) ✓ Certifications in Digital Marketing / Social Media Strategy (preferred)
Experience:	<ul style="list-style-type: none"> ✓ 2-3 years of relevant experience in social media management, digital marketing, or brand communication (preferably in BFSI / NBFC sector)
Key Skills and Competencies:	<ul style="list-style-type: none"> ✓ Social Media Strategy: Platform expertise, campaign planning, audience targeting ✓ Content Development: Copywriting, storytelling, visual content planning ✓ Analytics & Reporting: Social media metrics, Google Analytics, performance dashboards ✓ Digital Marketing Tools: Meta Ads, LinkedIn Campaign Manager, SEO basics, scheduling tools ✓ Brand Management: Consistent brand communication and positioning ✓ Reputation Management: Crisis handling, customer engagement, escalation management ✓ Technical Skills: Design tools (Canva, Adobe), video editing, Basic mobile photography/videography Graphic designing, UI/UX design ✓ Automation (Preferred): Marketing automation tools, CRM integration
Other Criteria	<ul style="list-style-type: none"> ✓ Maximum age limit is 30 years as on the date of application.
Place of Posting	<ul style="list-style-type: none"> ✓ The place of posting for this role will be Mumbai. However, depending on administrative requirements of NABKISAN, the candidate may be placed anywhere in the country in future.
Emoluments and Service Conditions	<ul style="list-style-type: none"> ✓ Minimum Annual CTC – Rs. 6.28 lakhs (indicative, based on experience). Includes Basic, DA, Other Allowances, Performance Incentive, Group Insurance Policy for employees & family, Group Personal Accident Policy, and statutory benefits ✓ Initial appointment will be on probation for a period of 2 years. The employee may be absorbed on regular roll based on satisfactory performance

Interested candidates may visit <https://www.nabkisan.org/career> and apply online

Last date of receipt of applications is 19th June 2026