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करियर मार्गदर्शन पोर्टल • Career Guidance Portal

"सही मार्गदर्शन, उज्ज्वल भविष्य।"

करियर शीट • CAREER SHEET

सोशल मीडिया एक्जीक्यूटिव

A social media executive plans, posts and tracks content for a brand, organisation or individual across platforms like Facebook, Instagram and YouTube — building brand identity, spreading awareness and driving sales.



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/voc-6405

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri • ब्लॉक समदड़ी • बालोतरा (Block Samdari • Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी • मास्टर ट्रेनर
Principal, GSSS Jethantri • Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) • रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) • रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

A social media executive plans, posts and tracks content for a brand, organisation or individual across platforms like Facebook, Instagram and YouTube — building brand identity, spreading awareness and driving sales.

2 At a glance

Minimum qualification	Class 12 pass
Training Level	NSQF Level 4
Minimum Age	18 years
Starting salary	₹7,000-10,000/month

3 What you need

INTERESTS

- Interest in following and understanding social media trends
- Desire to build an understanding of brands and marketing
- Interest in creative content and design

ABILITIES

- Attention to detail and accuracy
- Team spirit and ability to follow clear instructions
- Comfortable communicating with others

KEY SKILLS

- Creating content calendars and scheduling posts
- Shooting and editing short videos/reels
- Copywriting and hashtag research
- Basic graphic design (tools like Canva)
- Reading social media analytics
- Responding to customer comments/messages

- Basic understanding of paid ad campaigns

4 How to get there

- 1 Complete Class 12 (any stream)
- 2 Turn 18 years old
- 3 Enrol in the NSQF Level 4 Social Media Executive course
- 4 Get hands-on practice with digital marketing tools and platforms
- 5 Do an internship with an agency or brand
- 6 Start your career as a Trainee Social Media Executive

MAIN EXAMS

- No formal entrance exam — enrolment at NSQF centres is direct. Free certifications like Google Digital Unlocked and HubSpot Academy give candidates an extra edge.

5 Where to study

GOVERNMENT INSTITUTES

- राष्ट्रीय कौशल विकास निगम (NSDC) — Centres across Rajasthan (<https://www.nsdcindia.org/find-nsdc-training-centre>)
- जन शिक्षण संस्थान (JSS) — Available at district level (<https://nsdcindia.org/find-nsdc-training-centre-jss/>)

PRIVATE INSTITUTES

- जयपुर स्कूल ऑफ डिजिटल मार्केटिंग (JSMD) — Jaipur (<https://jsdm.in/>)
- WsCube Tech - डिजिटल मार्केटिंग कोर्स — Jaipur (<https://www.wscubetech.com/jaipur/digital-marketing-course>)

ONLINE

- Google Digital Unlocked (निःशुल्क सर्टिफिकेशन) — Online (<https://learndigital.withgoogle.com/digitalunlocked>)
- HubSpot Academy (निःशुल्क सोशल मीडिया कोर्स) — Online (<https://academy.hubspot.com/>)

FEES

Government NSQF training is usually free; private digital-marketing institutes' short courses can cost roughly ₹10,000-40,000. Online courses like Google Digital Unlocked and HubSpot Academy are free.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (National Scholarship Portal) (<https://scholarships.gov.in>)
- Buddy4Study - डिजिटल मार्केटिंग छात्रवृत्तियां (<https://www.buddy4study.com/article/digital-marketing-scholarships-in-india>)
- Buddy4Study - ITI/वोकेशनल छात्रवृत्तियां (<https://www.buddy4study.com/article/iti-scholarships>)

6 What the work is like

WHERE YOU WORK

PR agencies, NGOs, news channels, print/electronic media companies, schools, e-commerce firms and local businesses.

WORK CULTURE

8-9 hours a day, 5-6 days a week; content often needs to be created on short notice to match trends, sometimes including evenings or weekends.

WHO HIRES

- | | |
|---|--|
| • PR and digital marketing agencies | • E-commerce and D2C brands |
| • Local businesses (retail, hospitality, real estate) | • News channels and digital media houses |
| • Schools and colleges (admissions/branding teams) | • NGOs and social organisations |

DEMAND (2026)

Every brand and organisation, big or small, now needs a social media presence, so demand for social media executives is growing quickly even in Tier-2/3 cities.

7 Career growth

- 1 Trainee / Assistant Social Media Executive
- 2 Social Media Executive

- 3 Social Media Manager
- 4 Digital Marketing Head / Agency Founder

EARNINGS

Starting	₹7,000-10,000
Mid level	₹15,000-25,000
Senior level	₹35,000-60,000+

The government-cited AmbitionBox figure is ₹7,000-20,000/month; Indeed India data (738 reported salaries) shows an average of ₹17,836/month, rising to ₹23,000+/month in larger cities.

8 The good parts · The challenges**The good parts**

- Plenty of opportunity to showcase creativity
- A fast-growing field with freelance opportunities
- Often offers work-from-home flexibility

The challenges

- Must constantly keep up with changing trends
- Starting salary is low
- May have to deal with online criticism or trolling

9 Real-life journeys**सोरव जैन (Sorav Jain)**

Founder, echoVME and Digital Scholar

Sorav Jain is a well-known Chennai-based social media and digital marketing expert. Teaching himself the field during college, he went on to found the digital marketing agency echoVME and the training institute Digital Scholar, and is ranked among India's top social media professionals — an example of where the social media career ladder can lead.

soravjain.com · <https://soravjain.com/social-media-expert-chennai-india/>

अंबिका शर्मा (Ambika Sharma)**Founder & MD, Pulp Strategy**

Ambika Sharma moved from a software career into marketing and founded Pulp Strategy, a Delhi-NCR digital and social media marketing agency that works with major brands like Google and Microsoft.

YourStory · <https://yourstory.com/2016/09/ambika-sharma-pulp-strategy>

10 Sources & further reading

1. Rajasthan Govt Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%b8%e0%a5%8b%e0%a4%b6%e0%a4%b2-%e0%a4%ae%e0%a5%80%e0%a4%a1%e0%a4%bf%e0%a4%af%e0%a4%be-%e0%a4%8f%e0%a4%95%e0%a5%8d%e0%a4%9c%e0%a5%80%e0%a4%95%e0%a5%8d%e0%a4%af%e0%a5%82%e0%a4%9f%e0%a4%bf%e0%a4%b5/>
2. AmbitionBox - Social Media Marketing Executive Salary — <https://www.ambitionbox.com/profile/social-media-marketing-executive-salary>
3. Indeed India - Social Media Specialist Salary — <https://in.indeed.com/career/social-media-specialist/salaries>
4. NSDC - Find a Training Centre — <https://www.nsdcindia.org/find-nsdc-training-centre>

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