

## Foreword



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In an era marked by increasing life expectancy, financial security during retirement becomes paramount. Relying solely on pension and investments may not suffice to maintain the desired quality of life.

The simplest way to generate a source of income during your later life is to utilise your skills, experience and contacts in the field where you have spent most of your working career. Alternatively, you can work on building a passion/skill which you already pursue as a hobby and monetise it.

Research shows that retirement may lead to a decrease in mental stimulation which can impact your cognitive health. Learning new skills not only counteracts this decline but also provides a sense of accomplishment and purpose.

PGIM India Mutual Fund's Retirement Readiness Survey 2023 reveals that Indians are seeking various ways to add to their income by monetising their passion and acquiring new skills to fuel their aspirations post-retirement.

Keeping this in mind, PGIM India Mutual Fund has compiled a ready reckoner of a compendium of 50 gigs which you can explore and pursue to become financially independent in your later life.

# RENEW, RECHARGE BUT NEVER RETIRE

50 gigs that combine enjoyment and  
regular income for life



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50. Compliance Advisor And Specialist

# #28 Social Media Manager

The demand for social media managers has skyrocketed in recent years as businesses recognise the paramount importance of a strong online presence. Social media platforms have become indispensable tools for marketing, branding, and customer engagement. They provide a direct line of communication between businesses and their target audience, which is invaluable in today's digital age.

Moreover, the COVID-19 pandemic accelerated the shift towards digitalisation, making social media management even more critical. Many businesses had to pivot to online platforms, and they required skilled individuals to navigate this transition successfully.

This surge in demand presents a unique opportunity for retirees who possess valuable life and professional experience to offer.



## The Perks

Becoming a social media manager post-retirement offers several enticing perks. Firstly, it allows you to stay connected to the evolving digital landscape, providing a sense of relevance, and keeping your mind engaged. It offers flexibility in terms of working hours and location. You can work remotely or on a part-time basis, providing ample time for leisure and family.

Finally, it is a creative outlet where you can let your imagination run wild. Crafting engaging content, strategising campaigns, and watching your efforts translate into tangible results can be immensely gratifying.



## What Is Required?

To excel as a social media manager, you need a blend of technical skills and the right temperament. Proficiency in social media platforms, content creation, and data analytics is essential. You should be adept at crafting compelling narratives, visual storytelling, and understanding the nuances of various platforms.

Patience and adaptability are key. Social media is a dynamic field, and algorithms, trends, and user behaviour are constantly changing. You should be willing to learn and adjust your strategies accordingly.

Additionally, effective communication skills are crucial. You'll be interacting with clients, collaborating with teams, and engaging with audiences, so clear and empathetic communication is vital.



## Expected Earnings

Earnings as a social media manager can vary widely depending on factors such as your experience, client base, and the complexity of projects. On average, individuals in this role can earn between ₹30,000 to ₹60,000 per month. However, experienced managers who manage multiple clients or large-scale campaigns can earn significantly more, with annual incomes ranging from ₹5,00,000 to ₹10,00,000, or higher.



## What You Need and How Much Will It Cost?\*

Fortunately, the cost of entry is relatively low. The primary equipment you will need includes a computer or laptop, high-speed Internet access, and basic graphic design software. The initial setup cost can range from ₹20,000 to ₹50,000, depending on the quality of equipment and software you choose.

## The Final Word

Becoming a social media manager as a post-retirement gig is a unique and fulfilling opportunity. It allows retirees to harness their life experiences and skills, stay engaged with the digital world, and make a meaningful contribution to businesses seeking to thrive in the digital age.

