



**Indian Institute of Management Kashipur**  
**Recruitment Notice for the post of**  
**Academic Assistant (Media and Public Relations Committee (MPRC))**

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**Advt. No. AA-08/2021**

IIM Kashipur intends to engage Academic Assistant (AA) in the Media and Public Relations Committee (MPRC) at IIM Kashipur Dehradun Campus on the following terms and conditions:

**Job Responsibilities:**

IIM Kashipur is looking for AA who will help in content creation, managing content on website and maintaining different social media platforms of our institute. The AA will develop and implement IIM Kashipur's social media strategy, develop brand awareness, generate inbound traffic to social media platforms and website.

1. Content Creation (large and technical) for the Institute's website and social media platforms.
2. Proofreading and editing
3. Content creation (audio-visual and print) for Media (Print, Broadcast and Digital)
4. Manage social media platforms (Facebook, Twitter, Instagram, Blogs, YouTube, LinkedIn), design (Facebook timeline cover pic, display ads, thumbnails, ads, profile pic, YouTube branding, Twitter profile, Instagram stories and feed, and other theme based events branding), undertake day to day social media activity (addressing queries, concerns, flagging inappropriate comments and posts, writing and scheduling daily posts, etc.).
5. Help in promotion (campaign planning and execution), create a unique voice for the brand on social media and institute website and generate relevant content (on all social and online forums) to reach the audience most likely to engage with IIM Kashipur.
6. Implement Search Engine Optimization (SEOs) for website and Social Media.
7. Using analytics (Google, Facebook and other social media management tool) for effective social media presence and positive brand image of IIM Kashipur.
8. Liaison with the local and national media

**Required Qualifications and Stipend:**

**Essential Qualification:** Post-graduate in Mass Communication, Media production, Electronic Media, Social Media and New Media, Print Media, Online Journalism.

**Desirable Qualification:** Software proficiency: Adobe Creative Suit (Premiere Pro, In Design, Illustration, Photoshop, Lightroom, Dimension, After Effects, Audition)

Strong content writing, editing and designing skills. Candidates should know audio-visual production work, illustration and basic animation. Candidates should have a portfolio.

**Stipend:** An Academic Assistant with no experience will be paid a stipend of Rs. 23,000/- p.m. For every completed year of relevant academic / industrial job experience, an increment of Rs.1500/- may be recommended subject to the maximum ceiling of Rs. 27,500/- per month at the time of appointment.

**Duration:** Appointments will be made purely on contract basis for a period of one year initially and renewable annually, subject to satisfactory performance, but generally limited to three years.

**Age:** For AAs, the age of the candidate should be preferably below 35 years.

**Selection Process:** Candidates will be interviewed in person, by phone, Zoom, Skype or any web conferencing platforms. Candidates are requested to provide their Skype ID (if available) and mobile phone number in the application.

**How to Apply:** Apply online at <http://58.84.23.59/academic-mprc/>

**Last Date of Application:** 11<sup>th</sup> September 2021.