



Indian Institute of Management Kashipur

Kundeshwari, Kashipur – 244713 District-Udham Singh Nagar, Uttarakhand, India

JOB VACANCY: Content Writer cum Social Media Manager

IIM Kashipur intends to engage **Content writer cum Social Media Manager** on the following terms and conditions:

Job responsibilities: We need a content writer cum social media manager who will help in content creation, managing content on website and maintaining different social media platforms of our institute. The manager 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 for Media (Print, Broadcast and Digital)
4. Managing social media platforms (Facebook, Twitter, Instagram, Blogs, YouTube, LinkedIn), overseeing 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), overseeing 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. Develop strategy to promote externally funded projects, executive education, in-house activities (seminars and workshops) and outbound events.
7. Implement Search Engine Optimization (SEOs) for website and Social Media
8. Using analytics (Google, Facebook and other social media management tool) for effective social media presence and positive brand image of IIM Kashipur.
9. Maintain database for institute. Create and control the content calendar for several accounts across platforms, as well as the key influencer and stakeholders that touch them, both internally and externally.
10. Liaise with internal teams such as clubs, committees, cells, programmes, externally funded projects, theme based events etc., for content creation and management. Liaise with in-house designers and photographers, to produce creative assets and to share on different media channels.

Required qualifications:

1. An M.A. degree in Mass Communication and Journalism or English or Media Studies or or New Media Communication or Creative Writing or MBA in Marketing or Media Management
2. 3+ years of Social Media Marketing experience in corporate marketing, education sector, social sector or agency marketing role. Knowledge of Internet Marketing, Search Engine Optimization (SEO), and Web Development is desirable.
3. Verifiable examples of social media marketing successes on different platforms - Facebook, Twitter, Pinterest, Google+, YouTube, LinkedIn, Instagram
4. Expert level skills in using and navigating social media networks, native web apps, 3rd party social media tools.
5. Candidate must possess good writing skills and ability to visualize and convey a message with interesting and relevant content.

Remuneration: Salary will not be a constraint for the right candidate.

Duration: Appointments will be made purely on contract basis for a period of one year initially and can be renewed subject to satisfactory performance.

Age: Preferably below 35 years as on the closing date for receipt of application

General Conditions

1. All the received applications for the said post will be shortlisted and only the shortlisted candidates will be invited through e-mail to appear in the interview. The interview date, time and venue will be communicated through email to only shortlisted candidates.
2. The candidates have to produce their bio-data along with a set of photocopies in support of their educational qualifications, experience etc. at the time of interview. They should also bring all testimonials in original for verification purpose. Portfolio, if any, must be produced during the time of interview. Any digital art, content writing and social media campaign done by the candidates can be shown during the interview using any device. They also need to submit self-attested photocopy of above mentioned creative works.
3. No TA/DA or any other incidental expenses will be reimbursed for attending the interview.
4. The compensation will be decided depending on qualification, experience, last drawn salary and relevant factors.
5. IIM Kashipur reserves the right not to fill the above position, if it so desires.
6. The job location is **IIM Kashipur, Escorts Farm, Kundeshwari, Kashipur, Uttarakhand.**
7. Canvassing in any form will be a disqualification.

How to apply

Interested candidates may send their updated CV to personneldept@iimkashipur.ac.in on or before **August 8, 2019** with the subject line ‘Application for Content writer cum Social Media Manager’