



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

**No. AA-11/2022**

IIM Kashipur intends to engage Administrative Associate (AA) in the Media and Public Relations Committee (MPRC) at IIM Kashipur 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. Managing and Designing website content (information design).
5. 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 themebased events branding), undertake day to day social media activity (addressing queries, concerns, flagging inappropriate comments and posts, writing and scheduling daily posts, etc.).
6. 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.
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 media database for the Institute.
10. Handling media queries.

**Qualification and Stipend:**

**Essential Qualification:** Postgraduate with three year relevant administrative experience in an academic Institution of repute.

**Desirable Qualification:** Post-graduate in Mass Communication, Media production, Electronic Media, Social Media and New Media, Print Media, Online Journalism. 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:** A stipend of Rs. 35,000/- p.m. – Rs. 40,000/- p.m. Remuneration will be commensurate with qualification and experience.

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

**Age:** The age of the candidate should be preferably below 45 years.

**Selection Process:** A walk-in-interview is scheduled on **21<sup>st</sup> October 2022 at 11:00 AM onwards**. The candidates willing to appear in the interview are requested to go through the advertisement thoroughly and ensure that they fulfil the eligibility criteria. The candidates are requested to bring their latest Resume with all educational and experience certificates (in original & one set of photocopies) on the aforesaid date & time along with original photo identity issued (preferably AADHAAR) by the Government of India.

**Venue:** Academic Vihara, Indian Institute of Management Kashipur, Kundeshwari, Kashipur, Uttarakhand 244713.

**Contact Person:** Mr. Uma Shankar | 7830799901.

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