



Centre for Transportation and Logistics
Indian Institute of Management Ahmedabad
invites applications for the position of
RESEARCH ASSOCIATE – DIGITAL STRATEGY

- The IIMA Centre for Transportation and Logistics (CTL) is hiring full-time **Research Associate (Digital Strategy)** to support a wide range of digital activities. Research Associates are expected to work independently within the scope of their responsibilities. Responsibilities include, but are not limited to update the CTL Website on a regular basis, marketing research webinars on social media platforms, populate email-based newsletters and send automated emails to all research institutions, work with communications on developing short video clips of latest faculty research

Required Qualifications & Skills

- Applicants must have basic knowledge on open-source tools & Techs (HTML 5.0 / PHP/MySQL/Web 3.0 etc) for managing web contents of R&P website, knowledge of CMS (Content Management System) packages, knowledge on UI/Design concepts to work with Communication Team
- Preference will be given to candidates familiar with Social Media Platforms (Insta, FB, Twitter, LinkedIn, YouTube) – as an Admin Handler for R&P Social Media Channels
- Applicants must have working knowledge on Viral / Digital Marketing Concepts, Tools and Technologies, working experience of planning, scheduling & hosting Virtual Digital Events / Webinars / Meetings using popular VC Tools
- Applicants shall be able to construct email contact database and handle bulk/mass emailing & communication tools like MailChimp, sendinblue etc
- Applicants must be self-motivated with excellent communication skills (both written and oral) and can work in a team environment.

Duration

The position will be initially offered for a period of six months and may be extended depending on performance, at the discretion of the faculty supervisors. A Research Associate will be expected to work a minimum of 40 hours per week and may be required to travel within India.

Salary

Compensation will be commensurate with qualification and experience.

Application and deadline

Candidates meeting the above criteria may please fill the form latest by **7th July 2022**

Application Form Link:

https://docs.google.com/forms/d/e/1FAIpQLSfkE-irRQSFyBNt2qB2ziAHVqdmc9MInLmoXksC16rARdkPnw/viewform?usp=pp_url

Shortlisted candidates may be invited for a telephone, or zoom/Skype, or in-person interview. We will only contact candidates shortlisted for interview. We will not send out letters of rejection to other applicants. Emails asking for status updates will not be entertained.