



## INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

### *Requires*

### **Communication Executive**

Indian Institute of Management Ahmedabad (IIMA) is looking for Communication Executive. The main job description is as follows.

#### **Job Description:**

#### ***(A) Digital Marketing & Social Media:***

- Oversees all Institute's social media accounts
- Develop engaging, creative, innovative content for regularly posts, which enlighten audiences and promote brand-focused messages
- Deliberate social media planning and goal setting
- Managing Online Reputation
- Content Management
- Generation of inbound traffic
- Audit and analyses of social media presence
- Works with other departments / offices to develop social media timelines coinciding with new program releases, ad campaigns, or other brand messages
- Monitors and develop reports on social media activity of other educational institutions.

#### ***(B) Content Writing:***

- Creation and publishing of relevant, original, high-quality content
- Create a regular publishing schedule
- Write, Edit and proofread IIMA website content
- Write content for brochures, flyers, hoardings and social media
- Ensure that content contains sufficient and specific keywords for search engine optimization

#### **Qualification & Experience:**

- The candidate should be a Post-Graduate/Masters in Journalism/Diploma in Mass Communication/Journalism.
- About four (04) years of experience in field of Communication.
- Candidate should be serving in the 6<sup>th</sup> CPC - GP 2800 or above OR drawing equivalent pay in private sector (Approx. Rs.30,000 per month).
- The candidate should have excellent communication, overall writing skills in a number of different styles/tones impeccable spelling and grammar.
- Should have familiarity with Social Media platform and practices.
- A good knowledge of Microsoft Excel, Word, and other computer related tasks is essential.

**Age:** Maximum 40 years as on the last date of application. Government of India instructions on reservation will be followed.

**Reporting to:** The selected person will report to Manager, Communications.

**Salary & Allowances:** Selected candidate will be offered a fixed term appointment initially for a period of three years on a consolidated monthly salary on CTC mode. The contract may be extended further as per the mutual convenience. During the contract period or after the successful completion of the contract, if the performance of the candidate is found satisfactory and Institute is in need of such position, Institute may confirm the candidate in a suitable pay scale with or without further probation, depending on duration of earlier contract and performance.

Interested candidates are advised to **APPLY ONLINE** latest by **June 28, 2017**.

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