

The logo for the Indian Institute for Human Settlements (iihs) is located in the top left corner. It consists of the lowercase letters 'iihs' in a white, sans-serif font, with a small 'TM' trademark symbol to the upper right of the 's'. The logo is set against a dark red rectangular background.

iihsTM

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION
Assistant -
Communications

About Us

The Indian Institute for Human Settlements (IIHS) is a national education institution committed to the equitable, sustainable and efficient transformation of Indian settlements.

IIHS aims to establish an independently funded and managed national university for research and innovation focused on the challenges and opportunities of India's urban transition. The proposed IIHS University will host an integrated programme of quality campus-based education and research, training and lifelong learning for working professionals, distance and blended learning, as well as a whole array of practice and advisory services. The university will have a strong interdisciplinary orientation bringing together theory and praxis that is grounded in the South Asian context and also engages with and draws from knowledge across the globe.

For more information, please see <http://www.iihs.co.in>

About Communications Team

The Communication team which interacts closely and regularly with all units within the institution and coordinates with other channels of communication to ensure synchronized transmission of information to external stakeholders

As a part of Communications Team and being a unique and upcoming Educational Institution with an inclusive and interdisciplinary approach to learning, IIHS offers innumerable opportunities for individuals to unravel their own potential across cross cutting platforms. Learning achievement will depend on the interest and learning curve of the individual, supported and encouraged by the decision of the management as and when appropriate opportunities arise.

Job Description

As an Assistant - Communications, your involvement will focus on supporting social media management, analytics and media monitoring. Other support activities will include internal communication and coordination with relevant team members for Newsletters, Community Engagement Programmes and Institutional Events and helping disseminate information on projects and programmes. Some events may require short duration or local travels.

Activities and Tasks

The responsibilities would include, but not be limited to, the following:

Social Media Management:

- Following the IIHS communication style guide and assist with writing content for various programmes, events and academic updates;
- Co-creating content calendars for publishing on social media and forums and schedule posts;
- Social media research; to amplify outreach efforts through groups, online communities, discussion forums and influencers (both internal and external);
- Event coverage: note-taking for live-tweeting, taking pictures etc;
- Writing for social media about academic work, in order to promote the IIHS Knowledge Gateway, Urbanisation Journal and other research projects;
- Providing timely and appropriate responses on social media;

- Monitoring (using tools like Alert, Buzzsumo and Hootsuite) social media for mentions of IIHS projects, partner projects etc;
- Liaising with all teams and maintain strict timelines to maintain a regular flow of content and updates;
- Supporting internal social media training workshops.

Analytics

- Supporting the Communications Team with creating analytical reports (for both programme- and event-based outreach);
- Helping create reports and dashboards for internal and external stakeholders.

Media Monitoring

- Daily collation of news from an internal news aggregation portal;
- Sending out curated news to IIHS staff and faculty.

Core Communication Support

- Maintaining mailing lists;
- Assisting in preparing publicity documents;
- Assisting in maintaining the Institutional Calendar;
- Helping collate information and preparing presentations for meetings and induction sessions;
- Helping in updating website content as per IIHS guidelines and SEO framework in a timely manner.

All activities will be monitored weekly against targets. Reports on every activity will have to be generated at the end of every month.

Structure and Reporting

The Assistant - Communications will report to the Lead, Communications.

Person Specification

- Candidate should possess a graduate degree with a major in Communication or English or the Social Sciences or a Postgraduate degree in similar subjects;
- Candidate with 0-2 years of experience in social media marketing, web copywriting or running online campaigns;
- Good command over the English language and the ability to write across registers;
- Experience with using social media publishing and scheduling tools (like Hootsuite, Buffer, IFFT etc);
- Must be proficient in MS Excel/PowerPoint and Google Spreadsheets;
- Comfortable working with data and drawing actionable insights;
- Ability to work in a multidisciplinary environment and to connect with people, liaise with colleagues and key spokespersons;
- Willingness to analyze and learn from feedback;
- Knowledge of the local language would be an advantage;

- Basic understanding of Google Analytics, Facebook Insights, Mail analytics, and other third party tools will be an advantage.

This offer is on an exclusive basis, which implies that other professional assignments (whether compensated or not) that bear a potential conflict of interest with IIHS cannot be undertaken.

The search will remain open until the position is filled.

Location

This is a full-time position with competitive salary and is based in Bangalore.

Review and Assessment

The role and performance of the incumbent shall be subject to normal review and assessment systems at IIHS.

Diversity Policy

IIHS is an equal opportunity employer that encourages women, people with disabilities and those from economically and socially excluded communities with the requisite skills and qualifications to apply for positions.

Contact

Please email an updated resume, along with a cover letter addressing how you meet the above requirements, to hr@iihs.co.in (Subject: Assistant - Communications).



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