

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 registered trademark symbol (®) to its upper right. The text is set against a dark red rectangular background.

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Manager - Digital Media

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 of eminence for research and innovation focused on the challenges and opportunities of India's urban transition. The proposed IIHS University will be an institution of eminence that 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 the Communications team

The Communication team interacts closely and regularly with all units within the institution to ensure synchronised transmission of information to external stakeholders.

Job Description

As a Manager - Digital Media of the IIHS Communications team, the involvement will focus on digital media planning, strategy, management and monitoring. Other support activities will include internal communication with relevant team members for News Letters, Community Engagement Programmes, events at IIHS, and representing the institution for different forms of outreach.

Activities and Tasks

Responsibilities would include, but not be limited to, the following:

- Planning and strategizing for social media:
 - Developing expansion and implementation plans;
 - Researching the best practices followed by similar institution to understand the language of the message and their target audience
- Developing content for social media:
 - Managing all channels in a hands-on manner;
 - Writing across different platforms and performing quality checks on content;
 - Providing support in developing blogs;
 - Maintaining a weekly content calendar for publishing content across IIHS' social media handles;
 - Maintaining information channels with various departments and projects for timely updates;
 - Using tools to automate mailing (like Mailchimp), CRM (like Hubspot), Social Media Management (like Hootsuite);
- Managing paid promotions in digital media;
- Creating analytics reports:
 - Tracking paid posts and its outcomes on all digital media platforms;
 - Using data for campaign optimization;

- Media monitoring:
 - Overseeing and assisting in the development of an externally accessible Urban News portal;
- Travelling to other locations for live social media activity and supporting other institutional events as and when required;
- Providing digital media training:
 - Training junior team members and new entrants on the team;
 - Conducting sessions on social media for learners/staff;
 - Organising internal workshops and providing support for external workshops;
- Building relationships with online influencers;
- Providing general support to activities in other areas including academics, research, operations and others;
- Participating in all activities of Institution-Building at IIHS; carrying out tasks as assigned by IIHS; and travelling on IIHS work as and when needed.

Structure and Reporting

The Manager - Digital Media will report to the Lead - Communications at IIHS and will be required to collaborate effectively with a diverse group of internal teams and external individuals/organizations, and students.

Person Specification

The ideal candidate should

- Have a Graduate degree with major in Communication or English, Social Sciences or Management or an equivalent Post Graduate degree;
- Have 4-5 years of relevant work experience;
- Have excellent command over English, and proficiency at writing for digital media. Ability to write with precision and attention to detail. Additionally, knowledge of the local language will be an advantage;
- Have experience in digital platforms such as Facebook, Twitter, Instagram, LinkedIn, Google Analytics, Search Console, WordPress and Google Ads;
- Understand the basic analytics of each digital marketing platform to create meaningful reports for stakeholders;
- Be proficient in MS Word, Excel and Powerpoint;
- Understand the basic principles of design and suggest design requirements for various types of content, as the candidate will be working closely with the IIHS Design Team to create marketing collateral;
- Have the ability to connect with people and liaise with colleagues from other teams to help them align with IIHS' digital media objectives;
- Be able to manage timelines, even with short notice;
- Adhere to processes and formats for planning and reporting;
- Be able to work in a multidisciplinary environment;
- Understand the legal/statutory requirements specific to IIHS and the different online platforms;
- Be willing to analyse and learn from feedback;

- Basic knowledge of website back-end; experience with platforms such as Academia.edu, Mendeley and Google Scholar; and Search Engine Optimisation (on-page and link building) would be an added 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 position is based in Bengaluru and may entail travel to other locations in India.

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.

To apply

If you are interested to explore this opportunity with us, please fill the online application form by clicking [here](#). (You can also click on the “Apply Now” button at the end of the Job Description displayed on the website).

Contact

Please write to us at hr@iihs.co.in if you need any clarifications while filling the online application form.



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