

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 logo is set against a dark red rectangular background.

**iihs**®

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 through traditional and digital channels.

## Job Description

As a Manager - Digital Media of the IIHS Communications team, the involvement will focus on digital media planning, strategy, management and monitoring. The candidate should be able to guide the team on fulfilling the objectives of digital outreach. Other support activities will include internal communication with relevant team members for Newsletters, 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 strategising for different digital media channels:
  - Developing expansion and implementation plans;
  - Researching the best practices followed by similar institution to understand the language of the message and their target audience;
  - Preparing budget and projections for digital outreach in collaboration with the branding team and directing response goals;
- Developing, publishing and amplifying content for digital media:
  - Managing all channels with team support;
  - Writing across different platforms and performing quality checks on content written by others;
  - Providing support in developing blogs;
  - Maintaining a monthly 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 SendInBlue), CRM (like Hubspot), Social Media Management (like Hootsuite) and any other tools that are deemed necessary for digital automation;

- Managing paid promotions in digital media especially Google Ads, Facebook Ads, Twitter Ads and LinkedIn Ads;
- Tracking, optimising and reporting:
  - 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;
- Creating a roadmap for building relationships with online influencers, and executing the outreach;
- Providing general support to activities in other areas including academics, research, practice, operations and others;
- Participating in all activities of Institution-Building at IHS; carrying out tasks as assigned by IHS; and travelling on IHS work as and when needed.

### **Structure and Reporting**

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

### **Person Specification**

The ideal candidate should

- Have at least 8-10 years of relevant work experience in digital marketing especially managing paid online promotions and handling teams;
- Graduate degree with a major in Communication or English, Social Sciences or Management is required; Post Graduate degree in relevant field is an added advantage;
- 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 hands on experience in digital platforms such as Facebook, Twitter, Instagram, LinkedIn, Google Analytics, Search Console, WordPress, Google Ads and all forms of self serve online ad platforms;
- Understand the analytics of each digital marketing platform to create meaningful reports for stakeholders;
- Be proficient in MS Word, Excel and PowerPoint;
- 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.
- Understand the basic principles of design and suggest design requirements for various types of content, as the candidate will be working closely with the IHS Design Team to create marketing collateral;

- Be able to work in a multidisciplinary environment; 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;
- Understand the legal/statutory requirements specific to IIHS and the different online platforms; adhere to processes and formats for planning and reporting;
- Be willing to analyse and learn from feedback;
- Ability to troubleshoot typical problems on different digital channels and come up with growth hacks.

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](mailto:hr@iihs.co.in) if you need any clarifications while filling the online application form.



**IIHS Bengaluru City Campus**

197/36, 2nd Main Road, Sadashivanagar, Bengaluru 560 080. India.  
T: +91 80 6760 6666 | F: +91 80 2361 6814

**IIHS Chennai**

Floor 7A, Chaitanya Exotica, 24/51 Venkatnarayana Road, T Nagar Chennai  
600 017. India. T +91 44 6630 5500/6555

**IIHS Delhi**

803 Surya Kiran, 19 Kasturba Gandhi Marg, New Delhi 110 001. India.  
T: +91 11 4360 2798 | F: +91 11 2332 0477

**IIHS Mumbai**

Flat No.2, Purnima Building, Patel Compound, 20-C, Napean Sea Road,  
Mumbai 400 006. India. T: +91 22 6525 3874

[www.iihs.co.in](http://www.iihs.co.in)