

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**<sup>®</sup>

INDIAN INSTITUTE FOR  
HUMAN SETTLEMENTS

**JOB DESCRIPTION**

# Associate – 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 Communications Team interacts closely and regularly with all units within the institution to ensure synchronised transmission of information to external stakeholders through different off-line and online media like physical outreach, newsletters, social media and others.

## Job Description

As a part of the IIHS Communications team, your involvement will focus on digital media planning, strategy, management, monitoring and optimisation. 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.

This is a contractual position for an initial term of 11 months, renewable on mutual consent.

## Activities and Tasks

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

Primary:

- Planning and strategising for social media:
  - Developing expansion and implementation plans;
  - Researching best practices followed by similar institutions for digital media outreach;
- Managing paid online promotions - such as, Facebook, Instagram, Twitter, LinkedIn, Google Search, Google Display, Content platforms like Taboola and affiliate websites and groups;
- Deriving budget from stakeholders and ensuring alignment to campaign goals;
- Liaising with different teams to obtain content as per the campaign requirements in a timely manner;
- Creating analytics reports:
  - Tracking paid posts and its outcomes on all digital media platforms;
  - Using data for campaign optimisation;
- Supporting activities for website optimization;

- Travelling to other locations for live social media activity to support institutional events as and when required;
- Providing digital media training:
  - Training team members and new entrants in the team;
  - Conducting sessions on social media for learners/staff;
  - Organising internal workshops and providing support for external workshops;
- Creating workflow and instructional documents pertaining to the tasks;

#### Secondary (Support):

- 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 SendInBlue), CRM (like Hubspot), Social Media Management (like Hootsuite);
- Building relationships with online influencers;
- Media monitoring:
  - Overseeing and assisting in the development of an externally accessible Urban News portal;
- Providing support to other IIHS activities including academics, research, training, practice, operations and others;
- Participating in all activities of Institution-Building at IIHS; carrying out tasks as assigned by IIHS; and traveling on IIHS work within or outside the country as and when needed.

#### **Structure and Reporting**

This position 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/organisations, and students.

#### **Person Specification**

The ideal candidate should have

- A graduate degree with a major in Communication or English, Social Sciences or Management or an equivalent Post Graduate degree with 3-7 years of relevant work experience;
- Excellent command over English, and proficiency at writing for digital media;
- The ability to write with precision and attention to detail. Knowledge of the local language will be an added advantage;
- Experience working with digital platforms for content management, social media management, analytics and serving online ads. The list includes but not limited to Facebook, Twitter, Instagram, LinkedIn, Hootsuite, Google Analytics, Search Console, WordPress and Google Ads;

- An understanding of the basic analytics of each digital marketing platform to create meaningful reports for stakeholders;
- The ability to establish Key Performance Indicators and track them through commonly used tools;
- The ability to learn and adapt in the ever-evolving world of digital media is a must for this role;
- Proficiency in MS Word, Excel and Powerpoint;
- An Understanding of 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;
- The ability to connect with people and liaise with colleagues from other teams to help them align with IIHS' digital media objectives;
- The ability to manage timelines, own the budget and outcomes of different campaigns; adhere to processes and formats for planning and reporting; work in a multidisciplinary environment;
- Understand the legal/statutory requirements specific to IIHS and the different online platforms;
- Willingness 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 is a contractual position for an initial term of 11 months, renewable on mutual consent. 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.



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