

iihs[®]

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Communications Associate - Solar Decathlon India

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 Sustainable Energy Lab

The Sustainable Energy Lab at IIHS focusses on integration of technologies for design and operation of buildings and communities. IIHS is building a new, unique, near-carbon-neutral campus, with near-net-zero-energy buildings equipped with IoT-based instrumentation to investigate the performance and integration approaches. The arenas of work of the Sustainable Energy Lab include work on-campus as well as beyond-campus. We investigate and implement integrated low energy approaches for the campus, and research and analysis during its operation. The beyond-campus work includes co-conducting the Solar Decathlon India, as well as instrumentation and data analysis of buildings across India. Urban energy modeling at the lab will integrate with other labs, projects and efforts at IIHS.

About Solar Decathlon India

The Solar Decathlon India (SDI) is a competition among graduate and undergraduate students to empower the next generation to combat Climate Change in the buildings sector. Using a national competition platform and an online educational series, we will reach out to 500,000 engineering + architecture students across India and invite them to design net-zero-energy, net-zero-water, net-zero-waste and climate resilient buildings. The student teams will develop affordable and industry-ready solutions for real projects with the help of online education and mentoring provided during this year-long challenge. The students' solutions will help to move the industry towards these solutions. The competition management team will assist in providing online advice regarding the competition; mentoring teams; managing the competition events; and creating social media presence including leveraging the gamification aspects etc.

Job Description

IIHS is looking for a communications associate (initially on a 11-month contractual engagement) to anchor all communication-related activities and initiatives of the Solar Decathlon India (SDI) project.

As a part of the IIHS Communications team focusing on the SDI, your involvement will include content creation, digital media planning, strategy, management, monitoring and optimisation. Other support activities will include internal communication with relevant team members for Newsletters, events at IIHS, and interaction with faculty members – as and when required.

Command over the English language is a basic requirement, and the creation, modification, proof reading and editing of content would be a regular task. Other support activities will include communicating with external organisations and media houses. You will also be required to represent the institution for different forms of outreach.

Activities and Tasks

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

- Regular communication with student teams and faculty through e-mails, phone calls and any other medium of conversation;
- 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;
- Sourcing the budget from stakeholders and ensuring alignment with campaign goals;
- Liaising with different teams to obtain content in a timely manner as per the campaign requirements;
- Creating analytics reports:
 - Tracking paid posts and its outcomes on all digital media platforms;
 - Using data for campaign optimisation;
- Supporting activities for website optimization and search engine optimisation;
- Traveling to other locations for live social media activity to support institutional events as and when required;
- Keeping track of the overall progress of Solar Decathlon India with all stakeholders (participating teams, affiliates, sponsors etc.) for coordination and communication, to make sure our commitments to acknowledge these stakeholders are upheld;
- Ensuring communication and coordination on registration-related matters between SDI participants and the IIHS Finance team;
- Identifying FAQs and other relevant information for ongoing website updates;
- Coordinating communication activities within the SDI partners (IIHS, AEEE, IUSSTF);
- Assisting with event management and coordination as needed;
- Creating the workflow and instructional documents pertaining to various tasks;
- Mentoring teams and faculty to reach local print media sources and publicise their work;
- 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.

Support Activities and Tasks

The following set of activities will be required to support the social media management team:

- Developing the 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.

Structure and Reporting

The communications associate will report to the Senior Advisor leading the SDI project at IIHS as well as the IIHS communications team, 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 3-5 years of relevant work experience, or writing/ publications that show an understanding of and concern for Climate Change;
- Excellent command over English; proficiency at writing for digital media; and the ability to write with precision and attention to detail;
- Experience working with digital platforms for content management, social media management, analytics and serving online ads; this would include but not be limited to Facebook, Twitter, Instagram, LinkedIn, Hootsuite, Google Analytics, Search Console, WordPress and Google Ads;
- Understanding of the basic analytics of each digital marketing platform to create meaningful reports for stakeholders; ability to establish Key Performance Indicators and track them through commonly used tools;
- 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;
- Understanding of the basic principles of design and the ability to suggest design requirements for various types of content, as the candidate will be working closely with the IIHS Design Team to create marketing collateral; proficiency in photography and making videos will be considered as an added advantage;
- Ability to connect with people and liaise with colleagues from other teams to help them align with IIHS' digital media objectives;
- 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;
- Understanding of the legal/statutory requirements specific to IIHS and the different online platforms;
- 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 if you need any clarifications while filling the online application form.



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