

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

Digital Media Associate

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 at IIHS is part of the Communications and Design function and interacts closely and regularly with all units within the institution to ensure synchronised transmission of information to external stakeholders.

Job Description

The Digital Media Associate will be part of the IIHS Communications team and will be expected to provide end-to-end hands-on support in all digital media activities and initiatives. This is a contractual engagement for an initial term of 11 months, renewable on mutual consent.

Activities and Tasks

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

- Planning for social media outreach:
 - Helping create social media calendars and coordinating content from different stakeholders;
 - Researching the best practices followed by similar institutions to understand the language of the message and their target audience;
- Developing content and managing digital media channels:
 - Helping manage all channels in a hands-on manner;
 - Writing and posting across different platforms after performing quality checks on content;
 - Collaborating with the design and media teams to get visual content support for social media;
 - Providing content support in developing blogs and writing/editing long form content when needed;
 - Maintaining a monthly content calendar for publishing content across IIHS' social media handles;
 - Using tools to automate Social Media Management (like Hootsuite/Buffer), mailing (like Mailchimp/SendinBlue/ActiveCampaign), CRM (like Hubspot) and using content creation tools like Canva;
- Helping in content creation and targeting research for paid promotions in self-serve digital media ad platforms like Google, Facebook, Instagram, Twitter and LinkedIn;

- Creating analytics reports:
 - Tracking social media pages and posts (organic);
 - Helping track paid posts and their outcomes on all digital media platforms;
 - Using data for content and campaign optimisation;
 - Relating website metrics with social media activities;
- Travelling to other locations for live social media activity and supporting institutional events as and when required;
- Maintaining and updating formats, SOPs, Guides and Checklists for digital media outreach;
- Helping build relationships with online influencers where needed;
- Providing support to activities in other areas including academics, research, practice, operations, training 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 Digital Media Associate will be an External Consultant coordinating with the Head – Communications and Design or any other person designated by the Head, 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 or Post Graduate degree in Communication, English, Social Sciences, Management or any other relevant discipline;
- 1-4 years of relevant work experience;
- Excellent command over English, and proficiency in writing for online media; ability to write with precision and attention to detail; and versatility with writing in both conversational as well as formal tones;
- Experience in digital platforms such as Facebook, Twitter, Instagram, LinkedIn, Google Analytics, Search Console, WordPress and Google Ads;
- An understanding of the basic analytics of each digital marketing platform to help create meaningful reports for stakeholders, and an eagerness to work in a data driven manner;
- Proficiency in MS Word, Excel and PowerPoint and online document collaboration tools like Google Docs and Google Sheets;
- An 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 Design Team to help create marketing collateral;
- The ability to work in a multidisciplinary environment;
- The ability to connect with people and liaise with colleagues from other teams to help them align with IIHS' digital media objectives;
- A willingness to adhere to processes and formats for planning and reporting;
- The ability to manage timelines, even with short notice;
- A basic understand of the legal/statutory requirements specific to IIHS and the different online platforms;

- A willingness to learn continuously from thought leaders and through hands-on practice in the ever-evolving world of digital media, and curiosity about what works for the target audience;
- Openness to feedback and a desire for continuous self-improvement and development.

This is a contractual engagement 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.

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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