

The logo for the Indian Institute for Human Settlements (iihs) is displayed in white text on a dark red rectangular background. The letters 'iihs' are in a bold, lowercase sans-serif font, with a registered trademark symbol (®) to the upper right. Below the letters is a thin white horizontal line.

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 Communications 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 Manager - Digital Media will be part of the IIHS Communications team. S/he will focus on digital media planning, strategy, management and monitoring. Other support activities will include internal communication with relevant team members for Community Engagement, Social Media and Campaign Analytics.

Activities and Tasks

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

- Planning and strategising for social media:
 - Developing expansion and implementation plans;
 - Researching the best practices followed by similar institutions to understand the language of the message and their target audience;
 - Creating a high level social media calendar and coordinating content from different stake holders;
- 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 monthly 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/SendinBlue/ActiveCampaign), CRM (like Hubspot) and Social Media Management (like Hootsuite/Buffer).
- Managing paid promotions in self-serve digital media ad platforms like Google, Facebook, Instagram, Twitter and LinkedIn;
- Creating analytics reports:
 - Tracking paid posts and their outcomes on all digital media platforms;

- Using data for 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;
- 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 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 Manager - Digital Media will report to the Head – Communications and Design at IIHS or to 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;
- Have 8-10 years of relevant work experience;
- Have excellent command over English, with proficiency in Kannada or any other native Indian language being an added advantage;
- Be proficient in writing for digital media, with precision and attention to detail;
- 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, and appreciate the importance of working in a data driven manner;
- 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 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;
- Adhere to processes and formats for planning and reporting;
- 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 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.



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