

iihs[®]

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Communications Associate/ Senior
Associate - Solar Decathlon India (SDI)

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 (SEL) at IIHS focusses on integration of design approaches, technologies and operation techniques towards net-zero-energy performance of buildings and communities. We investigate and implement integrated low energy approaches and we combine passive design approaches with IoT-based monitoring of performance and control of systems.

About Solar Decathlon India

IIHS through the SEL, co-conducts Solar Decathlon India (SDI), 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 we reach out to 500,000 engineering + architecture students across India to design net-zero-energy, net-zero-water, net-zero-waste and climate resilient buildings. The student teams develop affordable and industry-ready solutions for real projects with the help of online education and mentoring provided during this year-long challenge. Their solutions help to move the industry forward. The Core Team managing SDI provides online learning modules, coordinates with mentors and jurors, conducts faculty development programs, sets up industry partnerships, manages competition events, and creates awareness through media, social media and in-person outreach.

Job Description

IIHS is looking for a communications associate/ senior associate 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 SDI, your involvement will include planning and strategising of communications, writing content, directing design and creatives, coordinating with the PR agency, managing social media and monitoring of the communications outcomes. Other support activities will include internal communication with relevant team members for Newsletters, events at IIHS, and interaction with participants of SDI – 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. 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:

- Coordinating communication activities within the SDI organisers (IIHS, AEEE, IUSSTF):
 - Leading the overall communications strategy and planning for SDI, for different audiences and stakeholders;
 - Planning the media and social media calendar, implementing the calendar, strategising the expansion;
 - Communicating with student teams and faculty participating in SDI through e-mails, phone calls and any other medium of conversation on a regular basis;
 - Liaising with different teams to obtain content in a timely manner as per the campaign requirements;
 - Interviewing stakeholders, gathering feedback and directing videos;
 - Building relationships with online influencers;
 - Collaborating with IIHS and AEEE graphic designers and video content creators;
 - Managing paid online promotions on Facebook, Instagram, Twitter and LinkedIn;
 - Incorporating learnings from routine analytics data and communications metrics and refining the communications strategy;
 - Coordinating with the PR agency to strategise, plan, develop pitches, draft articles and press releases;
 - Mentoring SDI students and faculty to communicate, reach local print media and publicise their work as needed;
- Writing and creating content related to Solar Decathlon India:
 - Reading and understanding scientific content and communicating appropriately to different audiences;
 - Writing reports and articles, and providing editorial support;
 - Supporting website development and website updates;
 - Supporting the writing of fundraising proposals and ensuring communication related commitments to the funders are delivered;
 - Suggesting or implementing design and graphics for content;
 - Mentoring the SDI team for writing and communication through reviews, editing, and other support;
 - Developing content for social media and managing the handles;
- Traveling to other locations to support events as required;
- Assisting with event management and coordination as needed;
- Providing support to the SDI competition management as needed;
- 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

The communications associate / senior associate will report to the Senior Advisor leading the SDI project 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 3-5 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;
- Ability to learn and adapt in an ever-evolving world of digital media;
- 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 graphic designers to create communication products;
- Proficiency in design tools such as Canva (Photoshop, Illustrator, and skills in photography, video making and editing will be considered as an added advantage);
- Ability to connect with people and liaise with colleagues from other teams to help them align with 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.

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@ihs.co.in if you need any clarifications while filling the online application form.



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