

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. A thin white horizontal line is positioned below the letters.

iihs®

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION
Digital & Social Media
Associate – Communications and
Design

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 interacts closely and regularly with all units within the institution to ensure synchronised transmission of information to external stakeholders.

Job Description

We are seeking a talented and creative communications associate with a strong focus on social media management to join our team. The ideal candidate will be responsible for developing, maintaining and helping with the execution of social media plans, activities and the calendar. They must have a keen interest in platforms and other tools which can help enhance our brand's online presence, engage with our target audience, and support our communication goals. An understanding of analytics is essential.

This is a contractual position for an initial term of 11 months, renewable on mutual consent, and with the potential to turn into a regular position over time.

Activities and Tasks

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

Social Media Strategy:

- Developing and implementing comprehensive social media plans that align with the organisation's goals and target audiences;
- Identifying and staying updated on social media trends, tools, and best practices to drive innovation and improve online engagement;

Content Creation and Curation:

- Creating, curating, scheduling and posting engaging content for various social media platforms, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube;
- 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;

- Having an understanding of and working closely with the design and other teams to develop visually appealing graphics, images, and videos for social media posts;
- Collaborating with other teams to gather content and ensure brand consistency across all channels;

Community Engagement:

- Actively engaging with the online community, responding to comments, messages, and inquiries, and fostering positive interactions with followers;
- Monitoring social media channels for trends and discussions related to the organisation, industry, and relevant topics;

Analytics and Reporting:

- Tracking and analysing key performance metrics to measure the effectiveness of social media campaigns and make data-driven improvements;
- Preparing regular reports summarising social media activities, growth, and engagement;
- Maintaining and updating formats, SOPs, Guides and Checklist for digital media outreach;

Campaign Management:

- Assisting with the planning and execution of social media campaigns, including helping with content creation and targeting research for paid promotions in digital media in self-serve ad platforms like Google, Facebook, Instagram, Twitter and LinkedIn;
- Monitoring campaign performance and adjusting approaches as needed to optimise results;

Influencer and Partnership Collaboration:

- Identifying and collaborating with influencers, partners, and stakeholders to expand the organisation's reach and credibility on social media;

Crisis Management:

- Assisting in managing and responding to social media crises or negative comments professionally and efficiently;

Others:

- 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 travelling on IIHS work within the country as and when needed;

Structure and Reporting

The digital & social media associate will be an External Consultant coordinating with the Manager - Digital Communications or with any other person designated by the Head – Communications and Design at IIHS, and will be required to collaborate effectively with a diverse group of internal teams and external individuals/organizations, and students.

Person Specification

The ideal candidate should have:

- A Bachelor's or Master's degree in Communications, Marketing, or a related field;
- 3-5 years of relevant work experience;
- Proven experience in social media management, with a strong portfolio showcasing successful social media campaigns;
- Proficiency in using social media management tools, analytics platforms, and graphic design software;
- Excellent written and verbal communication skills;
- Strong understanding of branding and the ability to maintain brand consistency across social media platforms;
- Creative thinking and the ability to generate innovative content ideas;
- An understanding of basic principles of design and design requirements for various types of content, as the candidate will be working closely with the Design Team to create marketing collateral;
- Strong organisational and time management skills and attention to detail;
- The ability to work independently and as part of a collaborative team;
- Knowledge of SEO, SEM, and digital marketing trends; this would be a plus.
- Understanding of the legal/statutory requirements specific to IIHS and the different online platforms;
- 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 create meaningful reports for stakeholders, and enthusiasm 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;
- The ability to connect with people and liaise with colleagues from other teams to help them align with IIHS' digital media objectives.

This is a contractual engagement for an initial term of 11 months, renewable on mutual consent, and with the potential to turn into a regular position over time. 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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