

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 directly below the letters.

iihs[®]

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

JOB DESCRIPTION

Digital and Social Media Associate
– IIHS Communications & 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.

As an interdisciplinary and distinct university, IIHS is focused on the challenges and opportunities of India's urban transition. It 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 applied research/ practice-based work. It aims at bringing together theory and praxis around India-centric knowledge and applied research grounded in our contexts as well as engaging with and drawing from knowledge across the globe.

For more information, please see <http://www.iihs.co.in>

About the IIHS Communications & Design Team

The Communications and Design 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 interest in, passion for, and focus on social media management to join our team. The ideal candidate will be responsible for helping develop, and independently handle the operations and 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 audiences, and support our communication goals. An understanding of analytics is essential.

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.

Activities and Tasks

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

Social Media Management:

- Translating strategies into actionable 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 help drive innovation and improve online engagement;
- Assisting in managing social media crises and addressing negative comments or feedback professionally and efficiently;

Content Creation and Curation:

- Working with content provided by those with subject matter knowledge and finding innovative ways to turn it into accessible content across different formats and platforms;

- Maintaining a monthly content calendar for publishing content across IIHS' social media handles; scheduling and posting content across IIHS' social media platforms, Facebook, Twitter, Instagram, LinkedIn, and YouTube, while also looking for ways to further amplify (emailers, newsletters etc.);
- Using tools to automate social media management (e.g. Hootsuite), mailing (e.g. Mailchimp/ Brevo), CRM (e.g. Hubspot) while staying updated with new ways of making work efficient (AI);
- Working closely with the design team 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, to foster 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 checklists for digital media outreach;

Campaign Management:

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

Influencer and Partnership Collaboration:

- Identifying collaboration opportunities of all kinds, including influencers, partners, and stakeholders to expand the organisation's reach and credibility on social media;
- Participating in Institution-building activities and contributing to cross-functional initiatives as assigned;

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 traveling on IIHS work within or outside the country as and when needed.

Structure and Reporting

The digital and 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/ organisations.

Person Specification

The ideal candidate should have:

- A Bachelor's or Master's degree in Communications, Marketing, or a related field;
- 2-3 years of relevant work experience;
- Experience with social media management tools, and analytics platforms;
- Excellent written and verbal communication skills;
- Creative thinking and the ability to generate innovative content ideas;
- An understanding of 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;
- Experience in digital platforms such as Facebook, Twitter, Instagram, LinkedIn; experience with Google Analytics, Search Console, WordPress and Google Ads is an added benefit;
- 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;
- Interest in and some experience with AI tools would be an advantage.

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.



iihs®

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

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