भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT BANGALORE

Ref: IIMB/HR/RECT/2023/10   Date: 29 January 2024

About IIMB	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
Industry/Service	Higher Education
Post/Job Title	Social Media Content Writer
Job Purpose	The incumbent is expected to Increase awareness and build strong presence for IIMB on all social media channels through content creation and branding.
Job Type	A Consultant role, the engagement would be for a period of one-year, extendable based on performance and institute's requirement.
Reporting to	Head Communications
Will also closely work with	All relevant stakeholders of the Institute
Principal Accountabilities & Responsibilities	• Content creation on IIMB's website, IIMB app, and the school's social media content handling and also other channels to target stakeholders. • Plan and execute campaigns. • Create events for in-house seminars, workshops, events etc. • Pre-event, At-event & post-event content creation and posting. • Handle and respond to queries in real time. • Craft and update social media Policy for the Institute • Handle Crisis Communication • MIS Reports and Analytics Reports
Key Skill and Ability Requirements	• Ability to write engaging and correct online and print content. • Sound communication skills and excellent English, especially written. • Basic knowledge of HTML and at least some understanding of the content management systems (CMS). • An access to a computer with dedicated Internet connection, preferably broadband.
Qualification and Personal Profile	• The candidate should be a Graduate, preferably in Journalism, New Media, or related discipline. • A master's degree in the relevant field is desirable. • The candidate should have hands on experience in creating or sourcing content for websites/magazines/blogs. • Working knowledge of Drupal is desirable. • Familiarity with internet marketing, Search Engine Optimization (SEO) or web development is desirable.
Compensation	The compensation would be fixed based on candidate's qualification and experience.

Interested candidates may fill the application using the link: here
The closing date for applications is 20th February 2024. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields in the application and relevant supporting documents are to be uploaded. Incomplete applications will not be considered.