



भारतीय प्रबंध संस्थान बंगलूर  
INDIAN INSTITUTE OF MANAGEMENT  
BANGALORE

Ref: IIMB/HR/RECT/2023/43

Date: 28 August 2023

<b>About IIMB</b>	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.
<b>Industry/Service</b>	Higher Education
<b>Post/Job Title</b>	Social Media Content Writer
<b>Job Purpose</b>	The incumbent is expected to increase awareness and build strong presence for IIMB on all social media channels through content creation and branding.
<b>Job Type</b>	Contractual/Non-Teaching
<b>Reporting to</b>	Head Communications
<b>Will also closely work with</b>	All relevant stakeholders of the Institute
<b>Principal Accountabilities &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>• Content creation on IIMB's website, IIMB app, and the school's social media content handling and also other channels to target stakeholders.</li><li>• Plan and execute campaigns.</li><li>• Create events for in-house seminars, workshops, events etc.</li><li>• Pre-event, At-event &amp; post-event content creation and posting.</li><li>• Handle and respond to queries in real time.</li><li>• Craft and update social media Policy for the Institute</li><li>• Handle Crisis Communication</li><li>• MIS Reports and Analytics Reports</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• The candidate should be a Graduate, preferably in Journalism, New Media, or related discipline.</li><li>• A master's degree in the relevant field is desirable.</li><li>• The candidate should have a minimum-6 years' experience in creating or sourcing content for websites/magazines/blogs (any URLs provided will be beneficial)</li><li>• Working knowledge of Drupal is desirable.</li><li>• Familiarity with internet marketing, Search Engine Optimization (SEO) or web development is desirable.</li></ul>
<b>Other Skill and Ability Requirements</b>	<ul style="list-style-type: none"><li>• Ability to write engaging and correct online and print content.</li><li>• Sound communication skills and excellent English, especially written.</li><li>• Basic knowledge of HTML and at least some understanding of the content management systems (CMS).</li><li>• An access to a computer with dedicated Internet connection, preferably broadband.</li></ul>
<b>Compensation</b>	The indicative annual CTC will be in the range of Rs. 7.26 lakhs – 9.52 Lakhs. The compensation will be fixed based on candidates experience and qualification and will be as per IIMB Contract Appointment Rules

Interested candidates may fill the application using the link: [here](#)

Closing date for applications is 10<sup>th</sup> September 2023. Only shortlisted candidates will be intimated.