



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

Ref: IIMB/HR/RECT/2024/47

Date: 8 June 2024

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| 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 | 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. |
| Principal Accountabilities & Responsibilities | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 | <ul style="list-style-type: none">• 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 a minimum of 5 years' 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 | <ul style="list-style-type: none">• The indicative annual CTC will be around Rs. 8 lakhs. The compensation will be fixed based on candidates experience and qualification. |

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

The closing date for applications is 23rd June 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.