

IIIT-B Invites Applications for the post of Content Specialist.

Last date for receipt of applications is September 20, 2024. Details are as follows: -

Job Brief / Description	<ul style="list-style-type: none">• Create, improve and maintain content to enhance the reputation and brand of the Institute.• Proactively identify and cover events and happenings in the Institute• Interview/ Collaborate internal and industry/ external experts to write content relevant to customer and Institute needs• Interact with leaders and key stakeholders for interviews and getting appropriate inputs for stories that can be published across all IIIT-Bs channels – website, newsletter, social media channels (owned & paid), Annual Report, Public Relations, etc.• Responsible for sharing content to raise brand awareness and monitoring web traffic and metrics to identify best practices.• Oversee all marketing content initiatives to ensure key audiences engagement, brand consistency and a positive customer experience.• Generate topics based on daily research and current events• Manage multiple projects concurrently and meet deliverable deadlines• Develop content strategy aligned with short-term and long-term marketing targets• Collaborate with marketing and design teams to plan and develop site content, style and layout• Edit, proofread and improve writers' posts• Use content management systems to analyze website traffic and users' engagement metrics• Develop an editorial calendar• Ensure compliance with law (e.g. copyright and data protection)
Educational Qualification	<ul style="list-style-type: none">• Graduate in Journalism, Marketing, Mass Communication or relevant field
Experience and skills required	<ul style="list-style-type: none">• Proven work experience of at least 5+ years in content generation and management• Hands on experience with MS Office and WordPress

	<ul style="list-style-type: none">• Basic technical knowledge of HTML and web publishing• Knowledge of SEO and web traffic metrics• Skilled in Social Media Marketing• Excellent writing skills in English• Attention to detail• Good organizational and time-management skills• Previous experience in higher educational institution is preferred• Demonstrable creative writing skills. As a Content Specialist, the candidate should perform well under deadlines and be detail-oriented.• Should possess good knowledge in content optimization and brand consistency.• Knowledge of current trends in tech space
Joining	Immediate
Last date for applications	<p>Interested candidates are requested to fill in the form below along with resume latest by September 20,2024</p> <p>https://forms.gle/cBhBSD3VTDFRjsZM8</p> <p>Kindly contact HR – hr@iiitb.ac.in in case you face an issue in filling the form</p>