Indian Institute of Management Ahmedabad

Research & Publications Office

Requires

Digital Strategy Associate

Responsibilities

This position is created to strengthen the digital initiatives in Research & Publications Office at IIMA.

- Update Research and Publications Website on a regular basis
- Marketing Research Webinars on social media platforms
- Populate email-based newsletters and send automated emails to all research institutions
- Work with communications on developing short video clips of latest faculty research

Qualification, Experience and Skill Requirements

The candidate can be a graduate in any discipline but need to have strong interpersonal skills and technical skills in the following areas.

Should have basic knowledge on open source tools & Techs (HTML 5.0 / PHP/MySQL/Web 3.0 etc) for managing web contents of R&P website

- Shall have basic knowledge of CMS (Content Management System) packages
- Shall have basic knowledge on UI/Design concepts to work with Communication Team
- Shall be familiar with Social Media Platforms (Insta, FB, Twitter, LinkedIn, YouTube) – as an Admin Handler for R&P Social Media Channels
- Shall have working knowledge on Viral / Digital Marketing Concepts, Tools and Technologies
- Shall have working experience of planning, scheduling & hosting Virtual Digital Events / Webinars / Meetings using popular VC Tools
- Shall be able to construct email contact database and handle bulk/mass emailing & communication tools like MailChimp, sendinblue etc

Age

Below 30 years

Duration

This Position is for a year and extension for another year is possible based on performance.

Interested candidates are advised to fill-in the google form and upload the CV latest by **April 6, 2022** through the following link

https://docs.google.com/forms/d/e/1FAIpQLSdyoXUkXxuTMVeJh9K4UYAORTpElf4jsaD1r3Lhx5g4cUZkpg/viewform?usp=sf_link

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