



**CENTRE FOR INDUSTRIAL CONSULTANCY AND SPONSORED RESEARCH**  
**INDIAN INSTITUTE OF TECHNOLOGY MADRAS**  
CHENNAI – 600 036

**Advertisement No.: ICSR/PR/Advt. 22/2021 Dated: 25/02/2022**

Applications are invited for the following temporary post of **Project officer -Social Media Strategist** in the office of Global Engagement, IIT Madras.

**Co-ordinator:** Prof. Raghunathan Rengaswamy- Dean, Global Engagement.

**Duration:** One year, extendable based on the performance.

S. No	Post	Qualification and Experience	Pay Range
1	<b>Social Media Strategist</b>	<b>Educational Qualification:</b> Bachelor / Master's Degree in Advertising, Marketing, Business Management, Media and Communications, Journalism or related field.  <b>Experience:</b> A minimum of 2 - 5 years of relevant experience is required. Experience in an international higher educational organization or a similar environment may be an advantage.	<b>Rs. 40,000 pm to</b> <b>Rs. 50,000 pm</b>

**Position Summary:**

As the Social Media Strategist, you will manage the organisation's online presence by developing a strategy, producing content, analysing usage data, facilitating partner interests and managing projects and campaigns. You will oversee the organisation's interactions with the public through implementing content strategies on social media platforms. The duties include analyzing engagement data, identifying trends in interactions and planning digital campaigns to build community online.

### **Skills and Competencies:**

- A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and engagement
- Strong copywriting and editing skills suitable for each platform, from knowing how to write a successful tweet to using effective storytelling techniques
- Knowledge and understanding of algorithms and search engine optimisation
- Creative skills for contributing new and innovative ideas
- Strong communication and people skills for articulating ideas to colleagues and clients
- Leadership qualities to lead and motivate a team
- Excellent team working, collaboration and networking skills
- Organisational skills, with the capacity to prioritise and work across multiple projects
- Project and campaign management skills
- The ability to work well under pressure in order to meet deadlines
- Skills in data analysis and interpreting statistics
- Online community management and customer service skills to strike the balance between publicity and stimulating direct discussion with potential and actual customers
- An eye for detail and the ability to work accurately
- Motivation and commitment.
- Basic knowledge of Photoshop/Canva or similar platforms.

### **The duties would entail but are not limited to the following:**

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram, and YouTube, adapting content to suit different channels
- Oversee, plan and deliver content across different platforms using scheduling tools
- Create engaging multimedia content (and/or outsource this effectively) across multiple platforms
- Develop, launch and manage new competitions and campaigns that promote the organisation and brand
- Form key relationships with influencers across the social media platforms
- Undertake audience research

- Manage and facilitate social media communities by responding to social media posts and developing discussions
- Monitor, track, analyse and report on performance on social media platforms using tools such as Google Analytics and Facebook insights
- Research and evaluate the latest trends and techniques in order to find new and better ways of measuring social media activity
- Analyse competitor activity
- Recommend improvements to increase performance
- Set targets to increase brand awareness and increase customer engagement
- Manage, motivate and coach junior staff such as social media executives or assistants
- Manage a budget for social media activities
- Educate other staff on the use of social media and promote its use within your company (in-house roles)
- Encourage collaboration across teams and departments
- Regularly liaise with clients via telephone, email, conference calls or face-to-face (agency roles).

**Desirable Qualities:**

- They should be passionate, creative and a self-starter able to work with little to no supervision.
- Strong time management, analytical and organization skills, a keen eye for detail, and the ability to prioritize and manage multiple tasks simultaneously.
- Excellent interpersonal and conflict resolution skills.
- Excellent verbal and written communication skills.
- Strong analytical and problem-solving skills.
- Ability to prioritize tasks and delegate them when appropriate.
- Ability to act with integrity, professionalism, and confidentiality.

**The last date for submission of the online application is 21.03.2022**

**General Instructions to the candidates**

- 1) All the positions are on purely contract basis.
- 2) The completion of the period of contract will not confer any right for further extension, regularization, permanency at the Institute.

- 3) Candidates should apply online only in the website <https://icandsr.iitm.ac.in/recruitment/> - **(Please check the advertisement number **Advt.22/2021** displayed and submit the application for the relevant position).**
- 4) Separate application has to be filled for each post.
- 5) The system will accept single application only with the registered login ID (email) for an advertisement, hence the candidate is requested to select the multiple positions (In case, he/she wishes to apply for more than one position) before the submission of application.
- 6) The application cannot be edited, reverted once it is submitted.
- 7) Candidates should not attempt to apply twice for the same post. If multiple applications are received from a candidate for the same post, his/her candidature will liable to be rejected.
- 8) Candidates should follow the prescribed procedure for submission of online application.
- 9) Candidates are advised to fill their correct and active e-mail addresses in the online application as all correspondence will be made by the Institute through e-mail only.
- 10) The candidates applying for any post should ensure that they fulfil all the eligibility conditions for the post. Their admission to any stage of the selection process will be purely provisional subject to confirmation that they satisfy the prescribed eligibility conditions. Mere issue of registration certificate / call letter to the candidate will not imply that his/her candidature has been found eligible.
- 11) After successful online submission of application, a print-out of the application form must be obtained and submitted when called for test. It will be required at the time of document verification/test/interview. Hard copy of the application is NOT to be sent to the Institute.
- 12) Candidates must be citizens of India. Persons who have migrated from Pakistan with the intention of permanently settling in India or subjects of Nepal are also eligible, but in their case a certificate of eligibility from the Government of India will be necessary for appointment. Such candidates should apply to the Government of India in the Ministry of Home Affairs for necessary certificate and furnish satisfactory proof of having so applied.
- 13) The prescribed qualifications are minimum and unless specified, they are required for consideration for the post, even if higher qualification has been acquired and the mere fact that a candidate possesses the same will not entitle him/her for being called for interview.
- 14) Relevant experience gained after the minimum qualifying degree will only be taken into consideration. Minimum requirements of qualifications and/or experience can be relaxed in respect of exceptionally outstanding candidates.
- 15) The experience required is relaxable at the discretion of the Institute in the case of candidates belonging to the Scheduled Caste / Scheduled Tribe, if at any stage of selection, the competent authority is of the opinion that sufficient number of candidates from these communities possessing the requisite experience are not likely to be available to fill up the vacancy reserved for them.

- 16) The Institute reserves the right to restrict the number of candidates for written / skill test / interview to a reasonable limit on the basis of qualifications, level and relevance of experience higher than the minimum prescribed in the advertisement and other academic achievements. The Institute also reserves the right of rejecting any or all the applications without assigning any reasons therefore.
- 17) Calling a candidate for test/interview merely indicates that it is felt that he/she with others may be suitable for the post and conveys no assurance whatsoever that he/she will be recommended or selected or his/her conditions specified in the application will be accepted.
- 18) Candidates will be short-listed for Test/Interview on the basis of the information provided by them in their online applications. They must ensure that such information is true. If at any subsequent stage or at the time of Test/Interview any information given by them or any claim made by them in their online applications is found to be false, their candidature will be liable to be rejected.
- 19) The Institute shall verify the antecedents or documents submitted by a candidate at any time at the time of appointment or during the tenure of the service. In case, it is detected that the documents submitted by the candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then his services shall be liable to be terminated.
- 20) In case of any inadvertent mistake in the process of selection which may be detected at any stage even after the issue of appointment letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.
- 21) Applicants who are working in **any one of the Project at IIT Madras**, must apply through proper channel otherwise they will be required to produce No-Objection Certificate at the time of document verification/Test/Interview. Candidates without NOC will not be permitted to appear for Test/Interview.
- 22) Candidates may send testimonials from persons intimately acquainted with their work and character. If the applicant is in employment, he/she should submit testimonials from the most recent employer or immediate superior as a referee.
- 23) The Institute has a right to decide the mode of screening and testing the applicant for short listing and selection.
- 24) The Institute solely reserves the right not to fill any advertised position without assigning any reason
- 25) Only shortlisted applicants will be contacted.
- 26) No correspondence whatsoever will be entertained from candidates regarding conduct and result of test/interview and reasons for not being called for interview. Canvassing in any form will be a disqualification.
- 27) The crucial date for determining the eligibility criteria for all candidates in every respect shall be the prescribed closing date for submission of online application.
- 28) The Institute strives to have a workforce which reflects gender balance and women candidates are encouraged to apply.

- 29) Any corrigendum/clarifications on this advertisement, if necessary, shall be uploaded on website and no separate communication will be sent for this purpose.
- 30) The last date for submission of online application is 21.03.2022.**
- 31) If there is any issue to submit the application please send E-mail to : [recruitment@imail.iitm.ac.in](mailto:recruitment@imail.iitm.ac.in) / [icsrrecruitment@iitm.ac.in](mailto:icsrrecruitment@iitm.ac.in) **Contact: 044- 2257 8357** on all working days from **9.00 AM to 05.30 PM (Monday to Friday – except National Holidays)**. (Please note, only technical issues will be accepted – No interim correspondence with reference to the selection process will be considered).
- 32) Instructions to apply online :-**Eligible applicants would require to register and apply online through <https://icandsr.iitm.ac.in/recruitment/> and submit the application.

**Sd/-**

Senior Manager –HR  
Centre for IC&SR  
IIT Madras