

Call for Applications for the Post of **Executive: Digital Marketing & Content Writing**

i-TIC Foundation is the Technology Business Incubator (TBI) at IIT Hyderabad, with focus on creating a supportive and nourishing environment for entrepreneurs. i-TIC provides the necessary facilities to these startup companies, along with guidance and mentoring by the faculty members of IITH and experts from the industry, to develop a robust ecosystem for entrepreneurship. It invites applications from Indian Nationals for the following post.

Position:	Executive: Digital Marketing & Content Writing (Temporary appointment on Contract for a period of 11 months)
Emoluments:	Consolidated Pay of Rs. 40,000/- per month.
Experience and Qualification:	<ul style="list-style-type: none">• Graduate from a recognized university• 1 years of relevant work experience in digital media tools, content writing and customer outreach• Knowledge and work experience in graphics software preferred.
Application Link:	https://forms.gle/HUfMYeqSrVE8gtCt9

Roles and Responsibilities:

- Creating graphical and video content for the organization and early stage startups for social media, events, flyers, conferences, etc
- Designing social media campaigns and digital marketing strategies
- Creating and managing social media calendar for posting the content on various handles
- Increase the reach of the organization on digital platforms, social media, search engines by designing organic and promotional campaigns
- Owning the responsibility of all social media pages of the organization, engagement with the audience and answering their queries
- Managing the websites of the organization and updating it regularly
- Helping the startups with creating their social media pages, hand holding them with their strategies, and help them to execute it

Key Skills and Abilities:

- Ability to brainstorm and execute visually appealing graphics
- Ability to work on graphics and video tools effectively
- Ability to manage social media handles with expertise in social media tools
- Ability to understand the target audience

How to Apply:

- Candidates, who fulfil the eligibility criteria, should apply through the link given above latest by **5:00 pm, 5th November, 2021**.
- Short listed candidates will be informed for an Interview by E-mail with details.
- The interview for the selection may be either online (likely) or physical depending on the situation.
- No TA/DA will be given to the candidate.
- For further queries, contact Prof. Suryakumar S., email: fic.incubation@iith.ac.in ; phone: +91-8331036052