

Date : 25th July, 2019

JOB DESCRIPTION	
Department	Digital Marketing and Corporate Communication
Designation	Sr. Executive
No. of Position	One
Location	Deonar, Mumbai
Purpose of the Role	To manage the digital marketing and corporate communication activities for TISS - School of Vocational Education including but not limited to online, email and mobile messaging.
Accountability & Reporting Relations	
Reporting & Accountability	Project Consultant
Positions reporting into this position	None
Role & Responsibilities	- To implement marketing campaigns and web-based communications for School of Vocational Education (SVE) - To develop and maintain the social media networks such as LinkedIn, Facebook, Twitter, etc. - Lead the implementation of strategies to continually increase traffic to SVE's website. - Preparing the collaterals and obtaining necessary approvals. - Update and manage the website by closely coordinating with internal stakeholders, who will provide content, to ensure that there is latest updated content on the site - To update latest details and trends about the project and vocational education space on various social media site as approved by the institute - To provide analysis and timely reports on website usage, e-mail communications, campaigns etc. Review and evaluate the success of digital marketing strategies and make recommendations on improvement. - To cultivate positive online interactions with various stakeholders that enhance the brand, and build SVE's communities through a variety of communication including e-newsletters, social media, and websites. - To keep oneself updated with the latest developments in the vocational education space, share the inputs with the internal team and post appropriately on the various digital platform. - Manage relationships with vendors and consultants directly involved in web-based and interactive strategies. - Coordinate with SVE legal team for necessary checks and approvals. - Publishing necessary communications pertaining to SVE on TISS website and with internal SVE team. - Carry out other duties and responsibilities as required from time to time
Qualifications	Essential: Graduate (preferably Marketing /Mass Media)
Prior Experience	3 - 5 years of relevant experience
Competencies	→ Positive, Focused and Self-motivated → Eye for detail, Creative and Resourceful



TATA INSTITUTE OF SOCIAL SCIENCES
V.N. PURAV MARG, DEONAR - MUMBAI 400 088
(A Deemed University under Section 3 of the UGC Act, 1956)

SCHOOL OF VOCATIONAL EDUCATION

	→ Entrepreneurial attitude and ability to think outside the box → Ability to manage time & schedules effectively and work within deadlines → Ability to adapt to a new and constantly evolving work environment → Strong understanding of current online marketing concepts, strategy and best practice
Technical skills	→ Efficient computer application skills (MS office, Outlook, etc.) → Efficient networking skills → Excellent communication (oral and written) and interpersonal skills
Other Information	
Annual CTC	Between INR 2.5 lacs to 4 lacs per annum
Any other specification	Fixed term contract for two years(extendable)

Interested candidates can share their updated resumes on
renuka.tayade@sve.tiss.edu

Last date to receive application/resumes for the post is
3rd August 2019