



<b>About IIMB</b>	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
<b>Industry/Service</b>	Higher Education
<b>Designation</b>	<b>Digital Marketing Content Creator</b>
<b>Job Purpose</b>	The Digital Marketing Content Creator will be responsible for developing, implementing, and managing content strategies across various digital platforms to enhance brand visibility, engagement, and conversion. As someone with experience in Performance-driven marketing, you will produce high-quality written, visual, and multimedia content that aligns with IIM Bangalore's marketing goals. You will work closely with all relevant stakeholders at the Institute to ensure that the marketing collateral supports the Institute's digital marketing campaigns, drives traffic and generates leads.
<b>Job Type &amp; Duration</b>	Consultant for a period of one year extendable based on performance.
<b>Principal Accountabilities &amp; Responsibilities</b>	<p><b>Content Creation &amp; Management:</b></p> <ul style="list-style-type: none"><li>• Develop and create engaging content for the Institute's webpages, social media platforms, blogs, emails, and other digital channels.</li><li>• Produce high-quality written content, including articles, blog posts, programme descriptions, and copy for advertisements.</li><li>• Design and produce graphics, compelling ad creatives, videos, landing pages and other multimedia collateral as required.</li><li>• Ensure all content is optimized for SEO and follows best practices. Identify and leverage real-time trends and cultural moments relevant to the brand.</li></ul> <p><b>Social Media Strategy:</b></p> <ul style="list-style-type: none"><li>• Conceptualize, create, and schedule social media posts across platforms such as Facebook, Instagram, Twitter, and LinkedIn to enhance brand visibility and engagement.</li><li>• Engage with followers and respond to comments, messages, and mentions in real-time. Drive personalization and leverage UGC to foster brand relatability and build community.</li><li>• Track key growth metrics and KPIs, and present actionable insights to senior stakeholders to inform decision-making and strategy adjustments.</li></ul> <p><b>Campaign Collaboration:</b></p> <ul style="list-style-type: none"><li>• Pitch ideas, design content, manage and execute multi-channel campaigns (SEM, social media, display ads, etc.), for bespoke campaigns, ensuring optimal performance and ROI.</li><li>• Facilitate content promotion, including influencer outreach, paid campaigns, and organic growth strategies.</li><li>• Conduct competitor and market analysis to identify content opportunities and gaps.</li><li>• Track the performance metrics and iterate content strategies as needed.</li><li>• Analyze campaign and content performance using tools like Google Analytics, social media dashboards, and other digital marketing tools.</li><li>• Prepare and present reports on content performance, identifying opportunities for optimization, exploration and expansion.</li></ul> <p><b>Brand Consistency:</b></p> <ul style="list-style-type: none"><li>• Ensure all content assets reflect a cohesive and consistent brand voice, identity, tone, and values across all digital touchpoints.</li><li>• Develop, manage and streamline category-specific social properties through an iterative content calendar that aligns with marketing initiatives and programme launches and timelines.</li></ul> <p><b>Collaboration &amp; Communication:</b></p> <ul style="list-style-type: none"><li>• Collaborate with internal teams, including web designers and videographers, to produce visually appealing and technically sound content.</li></ul>



	<ul style="list-style-type: none"><li>• Communicate effectively with stakeholders, ensuring alignment between content goals and broader marketing strategies.</li></ul>
<b>Key Skill and Ability Requirements</b>	<p><b>Preferred Skills:</b></p> <ul style="list-style-type: none"><li>• Experience with video editing and production.</li><li>• Familiarity with email marketing tools.</li><li>• Understanding of paid advertising platforms (Google Ads, Facebook Ads).</li><li>• Knowledge of basic HTML and CSS for content formatting.</li></ul> <p><b>Personal Attributes:</b></p> <ul style="list-style-type: none"><li>• Highly creative with an eye for design and storytelling.</li><li>• Self-motivated and able to work independently as well as part of a team.</li><li>• Results-driven and able to adjust strategies based on data.</li><li>• Strong organizational skills and the ability to handle multiple tasks in a fast-paced environment.</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• The candidate should hold a bachelor's degree with the first class.</li><li>• A minimum of 4 year's of experience in content creation for digital marketing purposes is a must.</li><li>• Strong knowledge of SEO, keyword research, and digital marketing tools (e.g., Google Analytics, SEMrush, etc.).</li><li>• Proficiency in design tools like Adobe Creative Suite, Canva, or similar software.</li><li>• Ability to write compelling and error-free content with strong attention to detail.</li><li>• Experience with social media platforms and content management systems.</li><li>• Strong communication and interpersonal skills.</li><li>• Creative thinker with the ability to adapt content to meet the needs of bespoke requirements and diverse audiences.</li></ul>

Interested candidates may fill the application using the link: [here](#)

The closing date for applications is 25<sup>th</sup> April 2025. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields and the following documents are required to be uploaded while submitting the application.

- 10<sup>th</sup> & 12<sup>th</sup> Marksheets.
- Diploma/Graduation – **All semester wise Marksheets & Final Degree/ Graduation Certificate.**
- Post - Graduation (if applicable)– **All semester wise Marksheets & Final Post – Graduation Certificate.**
- **All experience letters.**
- Recent 3 months' **payslips** or 3 months' income proof.
- If you have undergone any training, kindly attach the **training certificates.**

**Applications without these documents will be treated as incomplete and will not be considered.**