

iHub Drishti Foundation (iHub Drishti) is a Section-8, Not-for-profit Company, promoted by and at the Indian Institute of Technology Jodhpur under a National Mission on Interdisciplinary Cyber Physical Systems (NM-ICPS) of the Government of India. iHub Drishti is a Technology Innovation Hub focussed around “Computer Vision, Augmented Reality and Virtual Reality”.

**iHub Drishti Foundation invite applications from Indian Nationals possessing an excellent academic background and relevant experience in for the post of:**

**Digital Marketing Officer** *having Bachelor's degree in Advertising/ Business management/ Engineering /Journalism/ Marketing (particularly digital marketing)/ Media and Communications/Public relations from a recognized University/Institute and possessing post qualification relevant experience of at least 2 years of social media management experience (Developing a strategy, producing good content, analyzing usage data and managing projects/campaigns)*

### **Job Title: Digital Marketing Officer**

#### **Job Profile:**

- Develop and implement social media brand strategies, campaigns, and plans to build brand/company awareness
- Oversee, plan and deliver content across different platforms using scheduling tools such as Sprinklr, Hootsuite, Asana and Olapic
- Create engaging multimedia content across multiple platforms
- Develop, launch and manage new competitions and campaigns that promote organisation and brand
- Form key relationships with influencers across the social media platforms and 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
- Set targets to increase brand awareness and increase customer engagement
- Oversee day-to-day management of campaigns and ensure brand consistency
- Create, maintain, and grow new and existing social networks, including Twitter, LinkedIn, Koo, Pinterest, YouTube, FourSquare, Instagram, Google+, Facebook, and others
- Manage company blog and editorial calendar that aligns with social updates
- Incorporate optimization strategies, analyze data, and research the best ways to increase traffic

- Review the success of campaigns and develop ways to improve
- Plan paid social media advertising strategies and budgets
- Secure new media partnerships and drive engagement with social media influencers
- Create engaging written and visual content for blog
- Research new media platforms, trends, and industry opportunities
- Provide feedback from social media trends and research; relay it to business strategists
- Write effective, concise copy for multiple platforms, websites, and social networks

### **Essential Qualification and Knowledge with Expertise:**

- Bachelor's degree in Advertising/ Business management/ Engineering/ Journalism/ Marketing (particularly digital marketing)/ Media and Communications/Public relations
- At least 2 years experience of social media management experience
- A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers
- Knowledge of developing a strategy, producing good content, analyzing usage data, facilitating customer service and managing projects and campaigns
- Knowledge of Photoshop, Illustrator, and Google Analytics, Search Engine Optimization (SEO) best practices.
- Excellent verbal and written communication skills
- Experience with technologies and best practices for web design, web production, and creative design across multiple platforms
- Experience identifying and creating campaigns for target audience

### **Compensation**

- As per industry standards (Based on experiences, and negotiable) with annual performance linked incentives in addition
- Tenure: Initially 1 year (reviewable and renewable based on performance)
- Age: Preferably less than 30
- Location: Jodhpur

### **Information regarding the application process:**

**Applications will be accepted via (<https://tinyurl.com/drishtidigitalmarketing>).** Interested candidates may apply by sending their CV covering educational and professional qualifications in the relevant field along with work experience, last salary drawn, contact details, and references with necessary documentary evidences by filling above mentioned form **on or before the last date of December 24<sup>th</sup>, 2021.**

Although recruitment will be prioritized on the basis of need in certain areas within a particular discipline, applications may also be considered from exceptional candidates with background in other areas of the specified discipline.

- (1) Applicants are advised to ensure, before applying, that they possess at least the minimum essential qualification and experience laid down for the post.
- (2) In case of exceptional candidates, the iHub Drishti foundation reserves the right to relax qualifications and/or experience.
- (3) *Shortlisted candidates shall be called for the further recruitment process.*
- (4) *Decision of the board will be final for both shortlisting and selection process.*
- (5) iHub Drishti foundation reserves the right to fill or not to fill any or all of the advertised posts.
- (6) Canvassing in any form will be a disqualification. Application which is incomplete, not in prescribed format, will be summarily rejected.
- (7) Application with insufficient information or without relevant supporting documents will not be considered for further processing.
- (8) iHub Drishti foundation may verify the antecedents or documents submitted by a person 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 a clandestine antecedents or background and has suppressed the said information, then his or her services shall be terminated.