

## EXPRESSION OF INTEREST FOR STAFF POSITION ON SHORT TERM CONTRACT BASIS AT NIFT KANGRA

National Institute of Fashion Technology (NIFT) is a statutory body under the Ministry of Textiles, Government of India and a premier Institute of Fashion Business Education with 17 Campuses located across the country.

NIFT Kangra seeks EOI for faculty position on six months short term contract basis. Interested candidates may send their CVs along with the certificates of educational qualification and experiences The details given below:

Sr. No	Post	Consolidated Monthly Remuneration	Essentials Educational Qualifications	Number of Vacancy on Short Term Contract	Maximum Duration of Short Term Contract
1	Research Assistant (Academics)	Rs.40,000/-	Bachelor's/Master's Degree in Mass Communication / Business / Marketing / Public Relation from recognised university or institution  Experience :- 2-3 year experience in Social Media Management / Digital Marketing	01	Up to 06 Month

### GENERAL INSTRUCTIONS

#### Desirable Qualifications for the above post

- Professional certification in Google Analytics strongly preferred
- Proficient using multi-social posting programs such as Hootsuite, Creator Studio and HubSpot
- Strong computer skills using Microsoft Office and Adobe Suites
- Good knowledge of Search Engine Optimization and internet ranking for web content
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Ability to manage and supervise a diverse group of employees and simultaneously work toward many company initiatives at once



- Strong command on English and Hindi languages required.

## Responsibilities for Social Media Manager

- Create actionable plans to both grow and maintain followers through popular social media platforms such as Instagram, Twitter, Facebook, YouTube and LinkedIn
- Ensure progress on all platforms by using analytical tools such as Google Analytics and others
- Develop a creative social media strategy for the organisation
- Create editorial calendars for social media content
- Publish content to share through various social media channels
- Respond to social media comments and feedback to create a positive brand experience
- Create social media campaigns with messages that represent the brand voice
- Track social media content and campaign success through engagement ratings, metrics and analytics
- Present social media metrics and findings to upper management and recommend improvements to increase performance
- Maintain brand guidelines across all channels and work with team members to ensure consistent brand messaging
- Stay up to date with the latest social media trends

The candidate should ensure that they fulfil the eligibility (qualification etc. ) requirements, NIFT Kangra reserves the right to fill or not to fill any/all the positions advertised or postpone the recruitment process of the same.

The CVs must contain passport size photo, details of educational qualification , experience in industry/ teaching etc. date of birth, awards and complete contact details including mobile number email etc.

Maximum age for applying for the above mentioned positions is 40 years as on the last date for receipt of the CVs. Interested and eligible candidates may send their detailed CVs on [establishment.kangra@nift.ac.in](mailto:establishment.kangra@nift.ac.in) by or before 24/02/2022 (05:30 PM)

Apart from teaching, the selected faculty shall be given additional responsibility regarding management & other affairs of the NIFT Kangra.

All correspondence from the Institute including interview letter, if any shall be sent only to the email addresses provided by the applicant in the CV.

Employees of Government Departments and/or PSUs/Autonomous Bodies under Government will be considered only if they submit NOC from the employer.

Scrutiny of the CVs will be done ascertain the eligibility & suitability of the candidates and only shortlisted candidates will be considered/called for the further selection process / interview

