



AUD Centre for Incubation  
Innovation and Entrepreneurship

A not-for-profit company

**Job Description: Creative Content Designer and Social Media Marketing Associate**

**Role Overview:**

The primary responsibility of the role is to engage within the start-up and entrepreneurship community through various social media platforms. Also, achieving superior engagement with various stakeholders and generate revenue by strategically exploiting all aspects of SMM.

**Responsibilities:**

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of the company's social content
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Generate revenue for the organization by selling consulting services, leadership programs and others to the right target customer

**Skills and Educational Qualifications:**

- 2 - 5 years working experience in social media marketing with start-up incubation centres or consumer internet companies or marketing agencies
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Having experience in using tools like Photoshop, Illustrator and InDesign for graphic designing and other creative designing.
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of creative designing, web development and SEO
- Knowledge of online marketing and a good understanding of major marketing channels

- Minimum qualification is Bachelors in any stream, MBA or Masters will be an advantage

**Application Process:**

- Fill in application form:

[https://docs.google.com/forms/d/e/1FAIpQLSfWZd5QVgXWwJuOrd8CKoF\\_r3\\_Hyabze3MEvVxw12knxhgVFA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfWZd5QVgXWwJuOrd8CKoF_r3_Hyabze3MEvVxw12knxhgVFA/viewform?usp=sf_link)

- Submit updated resume and 1 page cover letter expressing your intent on how you fit into this role

**Application will be accepted till:** Midnight 10 Feb 2019

**Nature and Period of Engagement:**

Contractual engagement for an initial period of 6 months and extendable based on need of the Centre and performance of the candidate.

**Remuneration:**

Remuneration is negotiable and will be based on the professional competence and experience of the candidate.

**For further details and queries:** Please email at [coo.aciie@aud.ac.in](mailto:coo.aciie@aud.ac.in)

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