

**Title: Copywriter & Social Media Manager**

**About the Role:**

Develop, edit, and manage compelling written content across IMI's digital channels while ensuring consistent tone, brand voice, and storytelling quality. The role combines creative writing with hands-on social media calendar execution, platform-specific optimization, and coordination with internal stakeholders.

**Key Responsibilities:**

- Proofread, edit, and approve all content for social and paid media, ensuring grammatical accuracy, clarity, brand alignment, and adherence to platform-specific best practices
- Manage monthly and weekly social media calendars, including planning, scheduling, and coordinating content across platforms (LinkedIn, Instagram, Twitter, Facebook)
- Review and approve content submitted by campus teams before posting, ensuring tone of voice, message clarity, and brand visual consistency
- Collaborate with the brand and campus marketing teams to align messaging with broader campaigns, admissions timelines, and academic priorities
- Ensure a consistent brand tone and messaging across platforms, campaigns, and channels, adapting language for different audience segments (UG, PG, alumni, etc.)
- Support content ideation for storytelling formats like testimonials, reels, carousels, and infographics, while writing engaging captions and hooks
- Stay updated with trends in higher education marketing, social media content formats, and platform algorithms to suggest timely, creative content
- Coordinate with the design team for copy requirements on digital creatives, motion graphics, and performance assets
- Participate in content review meetings, provide constructive feedback, and ensure campaign readiness with appropriate content approvals
- Track post-performance and contribute to monthly content performance reviews with insights on what's working and what needs adjustment

**Eligibility:**

- 3 - 5 years of experience in content creation, copywriting, or social media management
- Strong grasp of content trends across platforms such as LinkedIn, Instagram, Twitter, and Facebook
- Proven ability to write clear, persuasive, and brand-aligned copy
- Experience in handling social media calendars and engagement strategy
- Ability to maintain brand tone consistency across formats and channels
- Familiarity with SEO basics, captioning best practices, and digital storytelling
- Comfortable coordinating with design and campus teams to finalize creatives

**Key Performance Indicators (KPIs):**

- Content accuracy and adherence to tone of voice
- Social media engagement metrics (likes, shares, reach, comments)
- Timeliness and quality of post approvals
- Brand consistency across all social handles
- Internal stakeholder satisfaction and alignment

**Location:**

Delhi

**Interested candidates are invited to submit their application along with a detailed resume at [headadmissions@imi.edu](mailto:headadmissions@imi.edu)**