



Designation: Manager - Marketing Communications & Digital Content

Job Summary

International Management Institute (IMI) is seeking an experienced and creative Marketing Communications & Digital Content professional, who will be responsible for clearly communicating the brand promise of the Institute and the value proposition of the academic offerings of the New Delhi and Kolkata campuses.

This role will focus on managing the social media strategy and content creation requirements for the two campuses, in addition to all print and digital communication assets including the website. In addition, this position will also focus on developing strategies to engage with multiple audience groups to enhance brand awareness, increase brand preference, and improve candidate experience and engagement.

Core Responsibilities:

- Social media management: Build engagement on social media platforms with multiple audience groups such as aspirants, alumni, and corporate recruiters; Monitor and report social media metrics
- Content creation: Help establish thought leadership of the Institute through original and engaging content for social media platforms and other channels; Help create an outstanding user experience through the Institute website; Create all print collateral such as brochures and flyers
- Admissions Communication: Work with the Admissions Office to create exceptional communication campaigns, user experience, and applicant journeys using assets such as landing pages, websites, brochures, mailers, etc.
- PR: Work with the PR agency to cultivate and maintain relationships with media outlets and journalists; Draft press releases and other communications materials; Monitor media coverage and provide reports to senior management
- Communications Support: All external communication requirements of Alumni Relations, Career Services, & Executive Education cells, and student-run clubs and committees, especially during events and conferences

Requirements:

- Post Graduate qualification in Marketing, Communications, Business Management, or related fields.
- 4-7 years of experience in areas such as content creation and social media management, preferably in the higher education domain
- Creative mindset, project-management approach, and result orientation
- Experience of working with PR agencies and media outlets
- Excellent writing and communication skills
- Strong knowledge of social media platforms and trends
- An understanding of marketing automation and generative AI tools

Note: The role requires frequent travel between the two campus locations, in addition to other key cities.

Reporting: Head – Admissions and Outreach

Apply with detailed CV and location preference to headadmissions@imi.edu