



**IIP/Admin/Advt./Cont./2022/01**

**Date: 2<sup>nd</sup> August, 2022**

**Indian Institute of Packaging invites applications from eligible and experienced candidates to be engaged at IIP Mumbai purely on contract basis through IIP's third-party manpower agency for the following:**

**Applications to be addressed to AD- Administration, Indian Institute of Packaging, Plot E2, MIDC Area, Andheri East, Mumbai – 400093 on or before 19<sup>th</sup> August 2022.**

## **1. Social Media & Marketing Professional:**

- **Qualification:** Graduate having marketing and social media marketing skills with excellent english communication skills, writing skills, and creative skills.
- **Preferable:** Diploma in marketing/social media marketing.
- **Experience:** Minimum of one to three years of industry, educational institutions/any other experience in marketing/social media marketing/digital promotion on various social media and other platforms.

- **Scope of work:**

1. Formulate social media strategy for the promotion of IIP activities and services through various social media platforms.
2. Manage various social media channels, and create content and campaigns to promote IIP services, activities, events, etc at the PAN India level.

3. Digital promotion and marketing of various IIP services, activities, events, workshops, seminars, and conferences conducted by IIP Mumbai (HO) & Regional Centres on various social media platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube, and Search Engines (Google, etc.).
4. Digital promotion and marketing of various educational courses - M.S., M.Sc., PGDP, DPC, ITC, and short-term executive development training programs (EDP) conducted by IIP.
5. Lead and manage SEO, marketing database, and social media advertising campaigns.
6. Promotion of IIP through SEO (Search Engine Optimization), Google ads, Facebook ads, Instagram ads, YouTube ads, etc.
7. Upload creatives, posts, brochures, forms (online registration and feedback), videos, reels, stories, etc. required for promotion/digital promotion on various social media platforms and other platforms.
8. Updating IIP activities, services, events, etc. on various social media platforms like Facebook, Twitter, LinkedIn, Instagram, YouTube, etc.
9. Create awareness through engaging content, grabbing attention, establishing credibility, creating curiosity, and generating inquiries and leads thereby leading to an increased conversion rate.
10. Publish articles and blogs on various social media platforms to create awareness of IIP activities, services, and events.
11. Improve IIP ranking and listing on various search engines and relevant websites.

## **Terms & Conditions of the Contract:**

1. The contractual engagement is purely on contract basis and will not confer any rights to continue in the said contract indefinitely or any claim for regular appointment/absorption in IIP.
2. The work/activities/assignments/projects etc. will be carried out by the contractual staff at IIP Mumbai as assigned by the competent authority with all necessary skills, diligence, efficiency, and economy.
3. The contractual staff will maintain absolute confidentiality and secrecy of information handled by you during the contract and even after termination of the contract., failing which, you will be liable for suitable action. For this, you are required to give a non-disclosure undertaking. During the stated contract period, you are not permitted to take up any other assignment/ private commercial employment during the period of the contract with the Institute.
4. No entitlement for any facilities, benefits, allowances, and TA/DA for joining as available to regular employees.
5. The Institute reserves the right to terminate or discontinue the said contract without assigning any reason, explanation, or notice.
6. A 30-day notice to IIP should be given in case of discontinuation of the said contract.
7. Acceptance/acknowledgment to be provided by the selected candidate for the terms and conditions of the contractual engagement mentioned in this advertisement.
8. Working hours will be from 9:30 a.m. to 6:00 p.m. from Monday to Saturday and no extra compensation will be paid apart from the above stated consolidated remuneration in case of holidays and work beyond normal office hours.

Sd/-  
AD (Admin.)