



TATA INSTITUTE OF SOCIAL SCIENCES

V.N. Purav Marg, Deonar, Mumbai - 400 088

(Declared as a Deemed to be University under Section 3 of the UGC Act 1956,
a grant-in-aid Institute under Ministry of Education, Government of India)

ADVT/TISS/C&SMO/APRIL/2026

20nd April 2026

Advertisement for the post of 'Communications and Social Media Officer'

The Tata Institute of Social Sciences (www.tiss.ac.in), established in the year 1936 is a Deemed to be University, under Section 3 of the UGC Act 1956, a grant-in-aid Institute under Ministry of Education, Government of India. TISS is a Grade I University as per NAAC assessment 2024.

With four campuses at Mumbai (main campus), Hyderabad, Guwahati and Tuljapur (rural campus), TISS currently offers 05 Undergraduate programmes, 52 Masters' Degree programmes and 21 Ph.D. programmes in a range of socially relevant inter-disciplinary areas of applied Social Sciences including 28 Bachelor of Vocational degree programmes.

Freedom and autonomy shape the positive work ethos and culture of the Institute and facilitate strong linkages between teaching, research, field action and policy engagement. The Institute encourages and supports researchers to engage in foundational, applied, field and action- oriented research, and it also nurtures research collaborations nationally and internationally, with a commitment to creating a just society through education, generation of knowledge and field action initiatives.

JOB DESCRIPTION:

Position Title: Communications and Social Media Officer

Position Summary

The Communications and Social Media Officer will enhance the institute's public image through strategic communication and social media engagement. The role involves managing media relations, creating compelling content, and overseeing social media presence to effectively communicate the institute's mission, academic programs and field-action projects, events, and achievements. The ideal candidate will bring 2-5 years of experience in public relations, communications, or a related field, with strong storytelling, content creation, and digital marketing skills.

Salary: 80,000/- per month (Consolidated)

Last Date of Filling of Online Applications: 15 May 2026

Duration of Appointment: Initially for one year (to be extended based on the performance and requirement of the institute)

Qualifications

- Bachelor's degree in Communications, Public Relations, Journalism, Management, or a related field with at least 5 years professional experience in public relations, communications, or social media management.
OR
- Master's degree (or equivalent) in Communications, Public Relations, Journalism, Management, or a related field with at least 2 years professional experience in public relations, communications, or social media management.

Required Skills

- Basic video editing and short form content creation (Reels and shorts etc.).
- Experience in running and optimising paid campaigns (e.g. Meta,/Google Ads) and tracking KPIs such as reach, engagement, conversion etc.
- Knowledge of SEO basics, hashtag strategy and platform algorithms.
- Ability to handle negative feedback, online crisis and sensitive communication situations.
- Strong understanding of brand voice, storytelling and institutional positioning.
- Excellent written and verbal communication skills in English (knowledge of regional languages is an asset).
- Proficiency in social media platforms, content management systems, and analytics tools.
- Strong organisational and multitasking abilities.
- Creative thinking and problem-solving.
- Expertise with graphic design tools (e.g., Canva, Adobe Creative Suite).
- Knowledge of higher education sector communication.

Key Responsibilities

1 Strategic Communication Planning:

- Develop and execute communication plans that align with the institution's goals and objectives.
- Collaborate with various schools and centres to ensure consistent messaging across all communication channels.

2 Content Creation & Communications

- Develop and oversee communication materials such as newsletters, brochures, press releases, website updates, annual reports, internal communications, and social media platforms.
- Craft compelling stories highlighting the University's achievements, programs, and community impact.
- Edit and proofread content to ensure accuracy and consistency in messaging.

3 Social Media Management

- Develop and execute social media strategies to engage diverse audiences on platforms such as Instagram, X, LinkedIn, YouTube, and Facebook.
- Manage and update social media accounts with engaging multimedia content, including creation, curation, and scheduling.
- Review and approve social media posts from student committees across all schools and centers to ensure alignment with institutional guidelines and brand standards.
- Review and approve social media posts from different schools/centres of various campuses.

- Monitor and respond to social media interactions to foster community engagement.

4 Public Relations & Media Engagement

- Act as the primary liaison between the TISS and the media.
- Draft press releases, media advisories, and public statements.
- Build and maintain strong relationships with journalists, media outlets, and stakeholders.

5 Brand Management

- Ensure consistency of the University's brand identity across all platforms.
- Monitor public perception and address any reputational risks promptly.
- Work with design teams to produce visually appealing communication materials.

6 Event Promotion

- Collaborate with departments to promote events, conferences, and other University initiatives.
- Provide on-ground communication support for University functions, including live updates and coverage.

7 Analytics & Reporting

- Track and analyse the impact of Public Relations and social media efforts.
- Generate reports on media coverage, campaign performance, and audience engagement.

Other Conditions

- The Institute reserves the right to relax the qualifications of the candidate based on the work experience and to relax age in the case of persons already holding comparable positions in a University/Research Institution of repute.
- The Institute reserves the right to invite persons for interviews who may not have applied as per the above procedure and not fill up the vacancy advertised.
- Since applications received may be short-listed, merely possessing the prescribed qualifications and the requisite experience would not entitle a person to be called for the interview.
- The post is unreserved, but candidates belonging to the reserved category can apply.
- No queries or correspondence regarding the issue of call letter for interview/selection of candidates for the post will be entertained at any stage and canvassing in any form is strictly prohibited and will lead to the candidate being debarred from consideration for the post.
- The candidate under employment must produce a 'No Objection Certificate' from their employer to appear for an interview.
- No TA/DA is payable for appearing for the interview.
- In case of any inadvertent error in the advertisement and in the process of recruitment, which may be detected at any stage, even after issuing the appointment order, the Institute reserves the right to modify/withdraw/cancel any communication made to the candidate(s).

Application Fee.

Application Fee of Rs 500/- to be paid online. Application fee for SC/ST/PWD candidates will be Rs 125/-, if they upload the required Certificate in the Online Application Form. Women applicants are exempted from the payment of application fee. The application will be valid only on receipt of application fee for those who are required to pay. Fee once paid, shall not be refunded under any circumstances.

Application Process

1. Candidates are requested to apply online through the link **(Apply now)** provided along with this advertisement on the Institute website www.tiss.ac.in. Candidates are required to take a print of acknowledgment of online application and keep it for future reference.
2. Shortlisted candidates may be invited for Written/ Personal Interaction/ skill test for evaluating their proficiency and skills.
3. Shortlisted Candidates will be informed over e-mail and/or mobile phone to appear for the Written/ Personal Interaction to be conducted at TISS, Mumbai.

Selected candidates are expected to join duty within 10 days of receipt of offer letter.

**Sd/xxxx
Officiating Registrar**