



## TATA INSTITUTE OF SOCIAL SCIENCES

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

(A Deemed University under Section 3 of the UGC Act, 1956)

**Advertisement no. - TISS/ITSMC/SOFTDEV/NOV2018 Date: 23<sup>rd</sup> December 2019**

**Last Date of Receiving Application: 5<sup>th</sup> January 2020**

The Tata Institute of Social Sciences (TISS) which was established in 1936 is a Deemed to be University fully funded by the University Grant Commission (UGC), Government of India. TISS offers Master Degree Programmes, M. Phil. And PhD Programmes in the field of Social Work, Social Sciences, Health, Management, Labour Studies, Habitat Studies and Rural Development from its Mumbai, Tuljapur, Guwahati and Hyderabad Campuses. The institute is currently looking for bright candidates to work with the IT Services Management Centre for managing the Data Centre and Software development.

**Applications are invited for the post of:**

1. Digital Marketing Executive (1 No.)
  2. Graphic Designer (1 No.)
-

## **1.Digital Marketing Executive**

### **Job Description:**

Looking for a highly-creative Digital Marketing executive to plan and execute marketing campaigns, maintain and supply content for the institute website and all admission process.

**Qualification:** Master/ Bachelor's degree in Marketing or relevant field with Diploma/Certification in digital marketing.

### **Skills and Experience required:**

- A minimum of 3 years' experience in a digital marketing or advertising position.
- Organise online marketing strategies of all admission related activities.
- Design and oversee all aspects of our digital marketing marketing database, email, and display advertising campaigns.
- Prepare accurate reports on our marketing campaign's overall performance
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus etc.
- Identify the latest trends and technologies affecting the Institute's brand.
- Oversee and manage all contests, giveaways and other digital projects.
- Edit and post content, videos, podcasts, and audio content on online sites.
- In-depth knowledge or various social media platforms, best practices and website analytics.
- Good understanding of HTML, CSS, and Java Script is required
- Highly creative with excellent analytical abilities
- Good communication and interpersonal skills
- Up-to-date on the latest trends and technologies in digital marketing

### **Salary (Consolidate salary per month)**

Rs. 50,000/- to 60,000/-

## **2. Graphic Designer**

### **Job Description**

Design creative ads for social media & display advertisement; online media graphic designs  
Create on-line banners, mailers, and creative captions for social media posts Ideate and conceptualize graphics for online campaigns Good Communication skills

### **Qualifications:**

Bachelor's degree in graphic design, industrial design, or interior design, or equivalent experience

### **Skill and Experience required**

- One to two years of experience in graphic design
- Must have expertise in design software (Photoshop, Illustrator, In Design).
- Developing concepts, graphics and layouts for product illustrations, company and websites.
- Visualizing and designing eye-catching designs for both digital & print media.
- Fresh thinking in terms of design for social media campaigns
- Timely performance
- Co-ordinating with Content & Strategy teams
- Should be able to design web pages, web banners, logos, mailers, and newsletters.
- Think creatively and develop new design concepts, graphics, and layouts.
- Demonstrable graphic design skills with a strong portfolio.
- Ability to interact, communicate and present ideas.
- PSD designs and knowledge of CSS and HTML also will be preferable.
- HealthCare Travel and Hospitality domain experience will be preferable.
- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtains approval of concept by submitting rough layout for approval.

- Prepares finished copy and art by operating typesetting, printing, and similar equipment; and purchasing from vendors.
- Prepares final layout by marking and pasting up finished copy and art.
- Ensures operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; and evaluating new equipment.
- Completes projects by coordinating with outside agencies, art services, printers, etc.
- Maintains technical knowledge by attending design workshops; reviewing professional publications; and participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

### **Graphic Designer Qualifications/Skills:**

- Strong graphic design skills
- Layout skills
- Creativity
- Attention to detail
- Deadline-oriented
- Desktop publishing tools and graphic design software
- Time-management skills
- Communication skills

### **Salary (Consolidate salary per month)**

Rs. 35,000/- to 40,000/-

## **How to Apply:**

Please email with **subject** as the position applied for and attach a copy of your Resume in PDF format to [recruit-itsmc@tiss.edu](mailto:recruit-itsmc@tiss.edu)

The above positions will be recruited based on the availability of post or provisions. The position is a contractual position for a period of one year and will be extended based on the performance.

The last date for applying is 5<sup>th</sup> January 2020.  
For any queries, please write to [recruit-itsmc@tiss.edu](mailto:recruit-itsmc@tiss.edu)

