**RAMDEOBABA UNIVERSITY, NAGPUR**

Date: 23-08-2024

**Advertisement for Appointment of Media Manager**

Applications are invited from self-motivated and eligible candidates for the position of Media Manager to oversee and manage the media strategy, content creation, and online presence of the University.

The appointment will be purely on contract basis.

The selected candidate will be appointed initially for one year and the services will be extended on yearly basis based on the performance review.

**Eligibility:**

**Educational Qualification:**

 Graduate / Post Graduate in Mass Media / Communication

**Desirable Skills:**

* A minimum of 2-3 years of experience in managing media, preferably within a university or educational setting.
* Ability to develop and implement a comprehensive media strategy that aligns with the university's goals, enhances its online presence, and drives engagement.
* Proficiency in managing social media channels, including content scheduling, community engagement, and performance analytics.
* Strong understanding of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) to improve search engine rankings and drive traffic to the university’s digital platforms.
* Expertise in analysing media metrics using tools like Google Analytics to measure the effectiveness of campaigns and optimize strategies.
* Proficiency in creating, curating, and managing engaging content across various platforms, including social media, websites, and email campaigns.
* Expert in designing Newsletter, Press Notes, Information Brocher of University.

Mail your applications including subject line Media Manager along with your resume and all the relevant documents to **registrar@rknec.edu** on or before 10th September,2024.

The shortlisted candidates, for the on-site interview, will be intimated by email only.