



Senior Research Associate – Editorial and Social Media

The Alumni and External Relations (AER) Office of the Indian Institute of Management Ahmedabad is looking for Senior Research Associate - Editorial for 'The WIMWIAN', the alumni magazine and Social Media. The Senior Research Associate - Editorial will be responsible for overseeing the content and quality of 'The WIMWIAN', to ensure that features are topical, interesting, and informative as well as defining and implementing Social Media Strategy of the Alumni Department to enhance the Social Media presence and adoption of Alumni Office initiatives and activities. The Senior Research Associate - Editorial is an integral member of the AER Office and works as a team member to advance the AER office goals.

Job Description:

Magazine Hardcopy:

- Commissioning features and stories from in-house Alumni writers by liaising with them on regular basis, sending out briefs which can include word count, deadline etc.
- Reading, writing/rewriting and researching features and articles, editing, proofreading and subbing copy to ensure it is ready to go to press
- Attending relevant events, conferences, talks and generating content fit for magazine
- Coordinating/ following up with advertisement agency, designers, publishers etc. to ensure that the magazine gets generated within strict deadlines
- Raising the profile of the magazine

E-version of Magazine:

- Plan, outline, research, and upload engaging content for Campus events, relevant YouTube links, podcasts etc.
- Ensures that all Campus calendar events are reviewed for content opportunities
- Interview subject matter experts to generate content
- Ongoing review, upload and creation of new content to ensure the website is accurate and up to date
- Perform keyword research and backlink analysis, identify new content opportunities
- Produce actionable insights and regular reporting using Google Analytics, Webmaster Tools and other SEO tools
- Popularize the magazine by using social networking sites like Facebook, twitter etc.
- Ensure that all web content meets established institutional standards, brand guidelines, web policies, web content accessibility guidelines, and best practice for search engine optimization (SEO)

Social Media and Communication

Define Social Media Strategy for Alumni Office to socialize events, activities and other initiatives of the Alumni Office on platforms like LinkedIn, Instagram, etc and implement the same.

Enhance communication strategy for increasing Alumni Connect and strengthening symbiotic relationship with the institute. Increase communication using more commonly used channels like WhatsApp.

Other Responsibilities:

- Draft, review, edit, and finalize all AER Office reports.
- Research and provide incisive questions for interviews of the Young Alumni Achievers Awards awardees.
- Any other responsibilities assigned to advance AER office activities and institutional goals.

Qualification, Experience & Skill Requirements:

- Candidate should be a Post Graduate in English Literature or Mass Communication or Journalism from a recognized University/ Institution.
- Minimum 5 years of experience in similar role is required.
- Strong communication skills, along with exceptional writing and grammar skills.
- Proven ability to write, develop, and produce quality written content on a regular schedule for magazine/websites.
- Ability to coordinate with all institutional and external stakeholders with ease.
- Knowledge of Google products, including Analytics, Data Studio, Tag Research Associate, and Webmaster Tools is strongly desired.
- Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint) required.
- Experience using web content management systems (WordPress experience a plus).
- Strong knowledge of search engine optimization (SEO) best practices.

Duration: This position is for full time with a long term requirement and the selected candidate has to work from the campus. The initial appointment will be for one year and it will be extended based upon the performance.

Reporting: The selected candidate will report to the Associate Vice President – Alumni and External Relations. Reporting structure may be altered as per the requirement of the Institute.

Salary: The compensation will be commensurate with qualification and experience.

Mode of application: The interested candidates are requested to apply using the form: <https://forms.gle/4AZKdoMHQq7qb1RcA> by **August 25, 2025**.
