



**TATA INSTITUTE OF SOCIAL SCIENCES**  
**VN Purav Marg, Deonar, Mumbai, 400 088**  
**(A Deemed University under Section 3 of the UGC Act, 1956)**

No. TISS/SVE/April/2022/01

19 April 2022

**Call for Walk-In Interview for the Post of 'Assistant Manager- Content Marketing' (One Post) on Contract Basis at TISS-School of Vocational Education, Mumbai**

**1. General Information.**

**About Tata Institute of Social Sciences (TISS):**

The **Tata Institute of Social Sciences (TISS)**, a multi campus community engaged Public University, established in 1936 as the Sir Dorabji Tata Graduate School of Social Work in Mumbai, aimed to create human service professionals to address the issues of unemployment and poverty in the context of the Great Depression of the 1930s. It was renamed 'Tata Institute of Social Sciences' in 1944, and in 1964 the Government of India (GoI) declared TISS as 'Deemed to be a University' under Section 3 of the University Grants Commission (UGC) Act, 1956. It has been graded as a Category I Deemed to be University in the year 2018 as per the UGC categorization of Deemed to be University under UGC Regulations, 2018. TISS has four campuses – Mumbai, Tuljapur, Hyderabad and Guwahati. For more details visit our website [www.tiss.edu](http://www.tiss.edu)

**About School of Vocational Education (SVE)**

The approach adopted by TISS-SVE is called the 'Internship Embedded Skill Training Programme'. The Vocational Educational Programme is being implemented for the first time in India with a focus on job-specific skills rather than providing only a broad knowledge based education. The aim of this 'Earn While You Learn Model' is to enable the students to learn the skill by engaging in internship at real shop floor of the industry/company along with theory training in the classroom. Through this model, the student may also earn a modest stipend during internship of the course. Although, stipend is not mandatory for the Skill Knowledge Providers, TISS-SVE strongly encourages Skill Knowledge Providers (SKPs) to adopt this practice.

**2. Post Advertised with Remuneration & Date for Walk-In Interview.**

- (a) Candidates are invited for one post of '**Assistant Manager- Content Marketing**' to be filled on contract basis for a period of two years initially and extendable based on performance of the employee and requirements of the Institute.
- (b) **Monthly Remuneration. INR 40,000 to 50,000 per month (Consolidated)** Commensurate with educational qualification and work experience.
- (c) **Date of Walk-In Interview. 02 May 2022**
- (d) **Location- Mumbai** (Candidate should be ready to relocate)
- (e) **Venue.** Tata Institute of Social Sciences - School of Vocational Education, Kaushal Kendra, New Campus, Farm Road, Deonar, Mumbai.
- (f) **Timing.** 12:00 p.m to 4:00 p.m

**3. Job Description.**

- ✓ Create content marketing campaigns to drive leads & engagement. Use Search Engine Optimization (SEO) best practices to generate traffic to School's website.
- ✓ Regularly produce various content types including email, brochure, flyers, social media posts, blogs and white papers etc.
- ✓ Ideate and lead the creation of videos for social media & website. Work closely with video editor and graphic designer
- ✓ Manage & optimize Social media for the School across all relevant platforms
- ✓ Plan & execute creative engagement campaigns with students & alumni to increase positive word of mouth for the brand
- ✓ Coordinating with external stakeholders / agencies whenever required.
- ✓ Collaborating with internal teams for the content requirement
- ✓ Should have sound knowledge of SEO best practices, Social Media trends. Having knowledge of Search Engine Marketing (SEM) & PPC will be added advantage

**4. Essential Experience & Qualification.**

- (a) **Minimum 5 years** of experience in domain of marketing expertise
- (b) **2 years Post Graduate Degree in Marketing**
- (c) Excellent written and verbal communication
- (d) Strong hold on Digital Marketing & Tech Savvy
- (e) Creative & Innovative
- (f) Market Knowledge
- (g) Business Acumen
- (h) Relationship Management

**5. Selection Process and Interview.**

a.) The desirous candidates having requisite qualifications and fulfilling other eligibility may appear for the walk-in interview along with the updated resume, original educational certificates & marksheet, address proof and self-attested photocopy of the same.

b.) The interview process will have following stages:

- i. Verification of Documents
  - ii. Written Test
  - iii. Final Interview
- \* Elimination may take place at any stage

c.) Selected Candidates will be communicated within 48 Hrs. through e-mail or mobile phone.

d.) No TA/DA will be paid for appearing for the interview.

**Note: The selected candidate is expected to join within 07 to 10 Days.**

**Dean**  
**School of Vocational Education**