

Advertisement Reference No: GNLU/AD/FP-14/2020**Walk in interview**

Position	Consultant – Social Media	Date:	Wednesday, 24th June,2020
Remuneration	₹ 15,000 (Fixed)	Walk in interview:	Thursday, 2nd July,2020
Department	Administration	Requirements Educational Qualification, Knowledge, Skills and Experience	

Roles and Responsibilities: Under the overall guidance and supervision of the Director and the Registrar, the incumbent shall perform the following roles and responsibilities;

- (i) Perform research on current benchmark trends and audience preferences.
- (ii) Design and implement social media strategy to align with university goals.
- (iii) Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news).
- (iv) Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- (v) Oversee social media accounts' design (e.g. timeline cover, profile pictures and blog layout).
- (vi) Suggest and implement new features to develop awareness and promotions of activities undertaken by the University.
- (vii) Stay up-to-date with current technologies and trends in social media, design tools and applications
- (viii) Perform any other duties as assigned by the University Authorities.

Essential Criteria:

- (i) Any Graduate from a recognized University or any equivalent qualification recognized as such by the Government.

Highly desirable:

- (i) Excellent communication and interpersonal skills.
- (ii) Ability to deliver creative content (text, image and video)

Important Notes:

- This appointment is for 364 days.
- The University retains the discretion not to make any appointment to this vacancy, to make an appointment at a revised remuneration, or to make an appointment with a modified job description and to fix revised qualification and requirements.
- The University retains the discretion/right to relax the norms specified in the advertisement for deserving candidates considering their experience and competency.
- Walk in interview Date: **Thursday, 2nd July, 2020**. *Reporting time for walk in Interview: 1500 hrs.*
- Candidates are required to bring three copies of their resume with photograph affixed on all copies, original and one set of photocopy of their Academic certificates, Experience certificate and other documents.

Address: The Registrar (I/c), Gujarat National Law University, Attalika Avenue, Knowledge Corridor, Koba, Gandhinagar 382426, Gujarat (INDIA); Email: careers@gnlu.ac.in, tel: +91 (79) 2327 6611/12