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Adv. No. 12/2024

**CAREERS@INTEGRAL**

Dated : 23.07.2023

Online applications are invited for the post of

**Content Creator/Photographer**

**Essential Qualification:**

1. Graduation or Post Graduation.
2. The candidate must be fluent in speaking English.

**Requirements :**

- 1. Content Creation :** Develop and create compelling content for various platforms, including articles, social media posts, stories, blogs, newsletters, and website content.
- 2. Photography skills :** Proficient in photography and photo editing tools. The candidate should be passionate about capturing great photos from the campus life.
- 3. Software Acquaintance :** Basic knowledge in Graphic Designing Tools such as Canva, is a plus.
- 4. SEO Optimization :** Implement SEO best practices to improve content visibility and search engine rankings.
- 5. Editorial Standards :** Editing and proofreading content to ensure clarity, coherence, and correctness, maintaining high editorial standards.
- 6. Social Media Management :** Develop and manage content for social media platforms, engaging with the audience and responding to comments and messages.
- 7. Collaborative Projects :** Ability to work closely with the marketing team to generate innovative ideas and strategies for content marketing campaigns.
- 8. Analytics and Reporting :** The candidate must be able to monitor and analyze content performance using analytics tools, providing insights and recommendations for improvement.
- 9. Brand Consistency :** Ensure all content aligns with our brand voice, style, and messaging guidelines.
- 10. Content Repurposing :** Adapt and repurpose existing content to fit different platforms and formats, maximizing reach and engagement.

**Experience :** Relevant experience in Photography, Content Creation for social media will be preferred. Fresher's may also apply.

Interested candidates may apply online through the career page on [www.iul.ac.in](http://www.iul.ac.in) latest by **14.08.2024**

**Registrar**

- Note:-**
1. Incomplete details will lead to the rejection of the form.
  2. The required qualification and number of vacant positions can be relaxed / changed by the Selection Committee.
  3. Only short listed candidates will be informed for appearing in the interview.

RANKED AMONGST

**THE TOP TWO PRIVATE UNIVERSITIES**  
of Uttar Pradesh in  
**INNOVATION & RESEARCH**

Source : Scimago Institutions Ranking 2019



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