



दिल्ली कौशल एवं उद्यमिता विश्वविद्यालय
DELHI SKILL AND ENTREPRENEURSHIP UNIVERSITY
(A State University Established under Govt. of NCT of Delhi Act 04 of 2020)
HQ: DSEU Dwarka Campus, Sector 9, Dwarka, New Delhi – 110077

RECRUITMENT FOR THE POST TEAM LEADER- MEDIA & COMMUNICATION

The Delhi Skill and Entrepreneurship University (DSEU) is looking for experienced and dynamic Professionals for its public relations team.

Team Leader- Media & Communication

1	Name of Position	Team Leader - Media & Communication
2	Number of Positions	1 (One)
3	Method or Recruitment	Contract based through open market
4	Age limit	Candidate should be below 40 years of age as on the date of advertisement
5	Period of contract	One Year (may be extended further based on the discretion of the University)
6	Remuneration (per month)	Rs. 70,000- 1,00,000/- per month (Consolidated)
7	Education qualification	<u>Essential</u> Masters or equivalent qualification in Mass Communication/ Journalism/ PR/ Communication Studies/ MBA or in a relevant field with minimum 55% marks from a recognized Institute or University.
8	Experience	2 - 5 years experience in the relevant field
9	Job Description/ Requirements	<ul style="list-style-type: none">● Plan & implement innovative and engaging media campaigns.● Benchmark the organization's social media initiatives and plan with other leading organizations and implement best industry practices.

		<ul style="list-style-type: none">● Collaborate with other teams such as academic, partnerships, Infrastructure, admissions & outreach teams to design promotional content.● Write, edit and review all media content and press releases.● Create and submit monthly social media reports and analytics.● The Social Media team leader shall be responsible for ensuring that the University and its activities, and achievements are communicated appropriately to both the internal and external public.● Perform research on current benchmark trends and audience preferences● Design and implement social media strategy to align with business goals● Set specific objectives and report on ROI● Suggest and implement new features to develop awareness, like promotions and competitions● Stay up-to-date with current technologies and trends in social media, design tools and applications● Communicate with followers, respond to queries in a timely manner and monitor customer reviews● Curate and write content for social media posts, newsletter, blog and all other digital platforms.
--	--	---