



**ADVERTISEMENT
FOR
EXECUTIVE-SOCIAL
MEDIA & COMMUNICATION
IIT MANDI IHUB AND HCl FOUNDATION
A Section – 8 Company Location
– IIT Mandi Campus**

About IIT Mandi iHub and HCl Foundation: **About iHub:** IIT Mandi iHub and HCl Foundation (iHub) is a section 8 company established under the National Mission on Interdisciplinary Cyber- Physical Systems (NM-ICPS). The focus area of IIT Mandi iHub is “**Human-Computer Interaction.**” The vision of the iHub is to be an internationally recognized hub that nurtures HCl research, enables technology translation for industry, and scales skill development. The four areas of IIT Mandi iHub are Research and Technology Development, Skill Development, Incubation & Acceleration, and Collaboration. For more information, visit www.ihubiitmandi.in.

Applications are invited for the Position of Executive- Social Media & Communication

Apply Here: <https://form.typeform.com/to/tZHGjEvg>

The Role

We are looking for a creative and proactive professional to manage graphic design and media communication initiatives. The role involves developing high-quality visual content, managing digital communication channels, and supporting branding and outreach activities.

Responsibilities:

- Design creatives for social media, websites, reports, presentations, and campaigns
- Develop marketing collaterals such as brochures, banners, posters, and event materials
- Manage and update content across digital platforms (website, social media, newsletters)
- Ensure brand consistency across all communication materials
- Have working knowledge of AI tools such as **Grok (xAI), Midjourney/DALL·E, Canva AI, and Adobe Firefly** for content generation, ideation, and design support.
- Coordinate with internal stakeholders for content requirements and execution
- Capture and curate content (photos, videos, testimonials) for promotional use
- Assist in media outreach, press releases, and communication strategies
- Support event branding, documentation, and post-event communication
- Strong **content creation skills**, including writing captions, storytelling, and developing engaging digital content

Qualification:

- Bachelor's/Master's degree in Computer Science, Graphic Design, Media, Communication, or related field
- Proficiency in tools such as Adobe Photoshop, Illustrator, InDesign, Canva
- knowledge of AI tools such as **Grok (xAI), Midjourney/DALL·E, Canva AI, and Adobe Firefly** for content generation, ideation, and design support.

- Strong **content creation skills**, including writing captions, storytelling, and developing engaging digital content
- Strong understanding of design principles, typography, and visual storytelling
- Excellent written and verbal communication skills
- Ability to manage multiple tasks and meet deadlines

Position	Qualification	Years of Experience
Executive- Social Media & Communication	Bachelor's/Master's degree in Computer Science, Graphic Design, Media, Communication, or related field	0-2 years

Desirable Experience & Skills:

- Knowledge of video editing tools (Premiere Pro, After Effects)
- knowledge of latest AI tools
- Strong **content creation skills**
- Basic photography/videography skills
- Familiarity with social media analytics and content strategy

Remuneration:

Position	Remuneration
Executive-Social Media & Communication	Up to INR 25,000/- per month.

Terms/Instructions:

1. Only shortlisted candidates will be contacted/informed through email/phone.
2. IIT Mandi iHub and HCl Foundation reserves the right to fill up the post, not to fill up the position or cancel the advertisement in whole or part without assigning any reason. The company also reserves the right to limit the number of candidates to be called for written tests/or interviews. The decision of the company in this regard will be final.
3. Documentary evidence of all educational and professional qualifications will be required to be produced when specified.
4. The company can verify the antecedents or documents submitted by a candidate before the appointment, at the time of appointment, or during the tenure of the service. In case it is detected that the documents submitted by the candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then their services shall be terminated.
5. If it is found later that any information given in the application is incorrect/false, the candidature/appointment is liable to be cancelled/terminated.
6. **The applications will be considered till the post is filled.**

Contact us: IIT Mandi iHub and HCl Foundation, IIT Mandi, North Campus, Kamand, District Mandi, Himachal Pradesh 175005

Email: hr@ihubiitmandi.in **Website:**
www.ihubiitmandi.in

Note: All applications should be routed through the application link provided for each position in the advertisement. Email us only in case of questions