



Content & Communication Manager

Who is this job made for?

Creative content creators, Editors, Marketers and Fearless start-up enthusiasts, ready to evolve and take new challenges. Interested candidates from following domains or those who possess any relevant degree/ certification can apply:

- Urban Planning (**B. Plan preferred**)
- Mass Communication/ Journalism/ Architecture
- Digital Marketers/ graphics with experience in education industry

What is this job about?

As a **Content & Communication Manager**, your main goal is to increase the company's brand awareness and generate qualified leads. You will be required to create content and take actions to better market the content & products for:

1. [Planning Tank - Website](#)
2. [Planning Times - Website](#)
3. [Planning Times - Magazine](#)

You will be working remotely on the following aspects:

- Content writing, proof reading, management & optimization
- Manage Social Media Accounts & Community Engagement
- Outreach, communication & collaborations
- Inviting articles and content distribution
- Course creation and research

Preference will be given on the following basis:

- Editorial roles and content writing
- Work experience with a digital marketing agency, higher education sector
- Experience of managing interns/ team and college ambassador programs
- Storytelling, copywriting and designing
- Digital Marketing and/or SEO experience



What you need to know

Apart from the speaking and writing skills, working with emails and virtual meets, you are required to be proficient in the following

- MS Power Point & MS Word etc
- Adobe Photoshop/ Illustrator/ InDesign or alternatives
- Tools such as Canva, Grammarly, Slide bean or equivalent
- Basic image and video editing tools
- WordPress and basic content writing best practices (SEO Guidelines)

Location of work & other details

Predominantly work from home (occasional visits to clients and meetings for brainstorming sessions). Any out-stationed trip or more than 3 Delhi/ NCR visits will be compensated for travel expenses.

- Probation – 3 Months
- Additional perks – Performance based
- Experience – 1 to 3 years
- Position Available – 1
- Work/ Office Location – Delhi/ NCR
- Type – Contractual
- Duration – 1 year after probation, preferably 2 years
- Working days – 6 days a week (6.5 working hours a day)
- Tentative Joining – 1st week of Oct 2022

Salary Structure (INR)

- Probation (first 3 months) - 15K/ month
- 1st year - 30K/ month | 3.6 lakh/ annum
- 2nd year - 35K/ month | 4.2 lakh/ annum
- 3rd Year - 40k/ month | 4.8 lakh/ annum

Additional perks: Upto 1.5 lakh performance bonus in addition to the above-mentioned salary.



Leaves (36 + 10)

- **Earned/Privilege Leaves** - 18 (up to 2 in a month)
- **Sick Leaves** - 10 (up to 2 in a month)
- **Casual Leaves** - 8 (1 in a month)
- **Other offs** - any 10 days (Festivals/ Gazetted holidays - pre published holidays)

Note 1: Max 3 in a month (any combination)

Note 2: Up to 10 PLs & can be carried forward to next year with a validity of 2 years.

Note 3: Any additional day/ leave encashments will be compensated as per salary drawn.

How to apply?

Send us your applications on jobs@planningtank.com with title "Application for Content & Communication Manager" with the following:

1. CV/ Resume
2. Portfolio with the following sections or individual sections
 - a. Social Media Posts (with captions)
 - b. Content Writing (preferably with URLs or pdf/word file)
 - c. Design & Graphics work (both images & videos)
 - d. Presentations/ pitch decks
 - e. Info about any webinars/ seminars/ business meets attended/ organised
3. Details of certifications/ any freelance work / agency work

Note: Once we receive your application and if you are shortlisted, you will be scheduled for an interview.

Are you ready to join a highly motivated and innovative team? It's time to apply! Or tell a friend about this position :)