

## Associate Communication Solutions

### **Responsibilities:**

- Working to develop the overall knowledge communication strategy for the client – both online and offline
- Help create an implementation road map for the strategy with clear milestones
- Help create the overall strategic communication calendar for online and offline activities
- Create implementable plans for various social media platforms, as well as the website.
- Coordinate with accounts team to improve marketing results for clients.
- Identify the latest trends and technologies affecting our industry.
- Evaluate important metrics that affect client website traffic, sales targets, and target audience.
- Write, review and edit engaging, targeted marketing content for a range of deliverables, including:
  - Sales and presentation materials (such as PowerPoints, briefs, white papers, brochures, Etc.
  - Digital marketing campaigns, including web, email, and social media
  - Messaging for webinars, conference displays and supporting material

### **Requirements:**

- Curiosity and interest in STEM & HSS research and academia will be big plus
- Knowledge of various social media platforms, best practices, and website analytics.
- Understanding of HTML, CSS, and JavaScript while not necessary, will be an advantage.
- Highly creative with excellent analytical abilities.
- Outstanding communication and interpersonal skills.
- Up-to-date on the latest trends and technologies in digital marketing.
- Capable of working independently as well as in a team environment
- Must read and be exposed to a variety of diverse interests

### **Job Location:**

Remote, anywhere in India



## **Remuneration:**

1,000,000 – 1,500,000 per annum

## **About us:**

Cactus Communications is a technology company accelerating scientific advancement. We collaborate with researchers, universities, publishers, academic societies, and life science organizations. We offer AI-powered scholarly publishing solutions for journals and researchers; editorial, translation, education, and training solutions for researchers; strategic and tactical scientific content solutions to global life science organizations; and solutions for science dissemination and engagement with peers, public, and policymakers for wider research outreach. We also incubate seed-stage and early-stage startups that share our mission to solve global problems with science and technology solutions. We have offices in London, Princeton, Singapore, Beijing, Shanghai, Tokyo, Seoul, Aarhus, and Mumbai; a global workforce of over 3,000 experts; and customers from over 190 countries.

## **Know about our Culture:**

The CACTUS culture is the glue that binds us together as we work towards the same shared goal.

*We are “One CACTUS”. You are a Cactizen regardless of where you work.  
We take pride in our diversity, respect each other, and call out bias whenever we see it.  
We focus on outcomes rather than formalities. Everyone is on first-name basis.  
We are selective and hire only those who share our vision and values*

CACTUS has always been driven by its culture. It sets us apart and attracts people who want to maximize their potential at work and in life. It describes our unique work practices in three aspects: People & Life, Performance & Career, and Business & Leadership.

Connect with us on, [LinkedIn](#), [Facebook](#) & [Instagram](#) to remain abreast with the latest developments

