

Section	Description
School/Department Name	Vice Presidents' Office (Communication and Outreach)
Contact Name	Keerthana Varma G
Email Address	Keerthanavarma@woxsen.edu.in
Phone Number	9182024935
Job Profile Information	
Job Title	Campus Engagement and Content Creators
Department	Vice Presidents' Office
Reporting To (Title)	Lead- Communication and outreach Specialist
Number of Positions	2 (Shooting and content creator)
Job Summary	The Campus Engagement and Content writer will craft engaging content to showcase the vibrant life and academic excellence at Woxsen University. Responsibilities include writing articles, shooting videos, creating Instagram Reels, and managing content for the university's website and social media. Including website copy, mails, social media posts, blog articles, and press releases.
Key Responsibilities	<p>Content Writing: Write engaging articles, blog posts, social media content and press releases. Collaborate with students, faculty, and staff to highlight stories and achievements.</p> <p>Video Production: Plan, shoot, and edit high-quality videos and Instagram Reels of campus events and student life.</p> <p>Campus Engagement: Attend and document campus events and activities. Conduct interviews with students, faculty, and alumni.</p> <p>Social Media Management: Develop and implement a content calendar. Monitor and engage with the online community, and analyse metrics to improve engagement.</p> <p>Website Content Management: Regularly update the university website with fresh content. Work with the web team to optimize for SEO and user experience.</p> <p>Podcast Production: Develop and produce podcasts featuring interviews with the university community. Edit and publish episodes on various platforms.</p>
Qualifications	
Education	
Experience	

Skills	<ul style="list-style-type: none"> • Excellent writing, editing, and proofreading skills. (Not just using ChatGPT) • Strong understanding of content marketing principles and best practices. • Social Media Management's Creativity and the ability to develop engaging content. • Excellent communication and collaboration skills(Basic understanding of podcast production and editing). • Time Management
Certifications	
Additional Information	
Preferred Start Date	Immediate
Additional Details	