

INDIAN INSTITUTE OF TECHNOLOGY GANDHINAGAR
Palaj Campus, Gandhinagar Gujarat – 382055

Advertisement

Applications are invited for Two (2) contractual position of “**Program Assistant- III (Social Media & Content Writer)**” at the Media & Communication Office, IIT Gandhinagar.

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| Name of the Post | Program Assistant- III (Social Media & Content Writer) |
| Consolidated Monthly Pay | Rs. 40,000/- to Rs. 62,000/- per month based on the experience and credentials of the candidate. |
| Tenure | One year, with the possibility of extension based on the incumbent's performance and the institute's requirements. |
| Required Qualification | <p>The percentage/grade points with respect to the academic qualification will be a minimum 60% or equivalent grade from Graduation onwards and 55% or equivalent grade in class 10th and 12th.</p> <p>and</p> <p>Bachelor's degree in any stream with 60% marks and at least 02 years of relevant experience in Mass Communication, Public Relations, Journalism or a related field.</p> |
| Age Limit | 35 years as on 25-08-2025 |
| Desirable | <ul style="list-style-type: none">• Excellent writing and editing skills in English• Familiarity with social media trends and analytics• Creativity, attention to detail, and a passion for communication• Create engaging social media content for multiple platforms• Draft articles, stories, and campaigns highlighting campus activities• Manage and grow IITGN's online presence• Collaborate with a dynamic team on creative projects |
| Skills Required | Strong news sense, excellent writing and editing skills, proficiency in creating engaging social media content and long-form features, ability to translate complex topics into clear and compelling posts, experience in audience engagement and analytics, and comfort with digital tools for content creation, scheduling, and distribution. |
| Job Description | <p>Social Media Management:</p> <ul style="list-style-type: none">• Develop, implement, and monitor social media strategies to boost visibility and engagement.• Manage official accounts on platforms such as X (Twitter), LinkedIn, Instagram, Facebook, and YouTube.• Track analytics, prepare performance reports, and optimize content based on audience insights. <p>Content Development:</p> <ul style="list-style-type: none">• Write and edit compelling copy for social media, newsletters, press releases, blogs, website updates, and other communication material.• Craft narratives that highlight institutional achievements, events, research breakthroughs, and outreach activities.• Ensure all content is accurate, consistent, and aligned with the organization's tone and branding. |

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| | <p>Event Coverage and Campaigns:</p> <ul style="list-style-type: none">• Support live coverage of institutional events, conferences, and workshops.• Develop and execute targeted campaigns for special occasions, initiatives, or announcements. <p>Coordination and Collaboration:</p> <ul style="list-style-type: none">• Liaise with faculty, staff, and other stakeholders to collect information and generate stories.• Collaborate with the design, photography, and videography teams to produce visually engaging content.• Assist in maintaining brand consistency across digital and print media.• Contribute to the development of communication strategies and editorial calendars. |
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Applications are invited for Four (4) contractual position of “**Trainee**” at the Media & Communication Office, IIT Gandhinagar.

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| Name of the Post | Trainee |
| Consolidated Monthly Pay | Rs. 18,000/- to Rs. 25,000/- per month based on the experience and credentials of the candidate. |
| Tenure | One year, with the possibility of extension based on the incumbent's performance and the institute's requirements. |
| Required Qualification | <p>The percentage/grade points with respect to the academic qualification will be a minimum 60% or equivalent grade from Graduation onwards and 55% or equivalent grade in class 10th and 12th.</p> <p>and</p> <p>Diploma (03 years duration) after 12th in an appropriate discipline or Bachelor's degree in relevant disciplines such as Mass Communication, Journalism, Media Studies, Photography, Videography, Visual Arts, Design, or other related fields.</p> |
| Age Limit | 35 years as on 25-08-2025 |
| Desirable | Candidates with prior experience or a demonstrable portfolio in photography, videography, video editing, or social media content creation will be given preference. |
| Skills Required | <ul style="list-style-type: none">• Strong visual sense with basic to intermediate skills in photography and videography• Proficiency in post-production editing for photos and videos• Excellent writing and editing abilities for captions, scripts, and features• Ability to create engaging social media content and long-form stories• Skill in translating complex topics into clear and compelling posts• Understanding of audience engagement, analytics, and content performance• Familiarity with digital tools for content creation, scheduling, and distribution |
| Job Description | Trainees will work on a wide range of assignments including institutional coverage, interviews, scripting, filming, editing, graphics creation, and managing social media channels. The role involves hands-on experience using professional-grade tools and technologies under the mentorship of experienced media professionals. |

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How to Apply:

- Interested candidates are requested to apply online through [this link](#).
- No manual / Paper / Email application will be entertained.
- Read the instructions carefully and fill in the online application form providing accurate information about your candidature.
- The last date for submitting the online application is **21th Sept 2025**.

General Conditions and Instructions:

- The position is purely temporary and contractual.
- The position is offered for one year from the date of joining, extendable on a yearly basis based on performance, and the institute requirements.
- The selected candidate may be provided hostel accommodation on a shared basis and chargeable basis subject to availability by the student affairs department of the institute.
- Degrees for meeting qualification must be awarded by a reputed and recognized University/Institution.
- The candidates should bring all original documents while appearing for a written test or an interview (online/offline). (starting for 10th standard to higher degree)
- Selection will be based on the **written/practical test and/or interview (online/offline)** performance of the candidate.
- No TA/DA will be given for attending the written/practical test and/or interview.
- The selected candidate will not have any legal right to claim his/her regularization/appointment by absorption or otherwise against any regular posts or any other contractual engagement.
- Institute reserves the right to fill up the post, not to fill up the post or cancel the advertisement in whole or part without assigning any reason, and to waive/relax any conditions of the advertisement. The Institute will also reserve the right to place a reasonable limit on the total number of candidates to be called for a test and/or interview. The decision of the Institute in this regard will be final.
- No interim correspondence will be entertained. Canvassing in any form shall lead to automatic disqualification.
- For a query related to the submission of an online application, you may send an email to ga@iitgn.ac.in.
- Candidates are advised to mention their correct and active email address in the application, **as all the correspondence will be communicated through email only.**

Chairman
Media & Communication,
Indian Institute of Technology Gandhinagar