



**भारतीय विदेश व्यापार संस्थान**  
**INDIAN INSTITUTE OF FOREIGN TRADE**  
Deemed to be University  
(An autonomous organization under Dept. of Commerce, Govt. of India)

**ENGAGEMENT OF CONTENT WRITER ON CONTRACTUAL BASIS**

Indian Institute of Foreign Trade (IIFT) is a premier B-School set up by Government of India engaged in education, training and research in the area of International Business. The Institute intends to engage experienced personnel as a Content Writer on contract basis.

**Qualifications & Experience:**

**Qualifications -**

Essential:

1. Post-graduate in Business Administration or Mass Communication with 60%.

Desirable:

1. Certification course in Digital Marketing & Social Media Marketing is desirable.

Work Experience –

2-5 years of professional experience in content writing, preferably in the education, online learning sectors.

**Tenure:**

The appointment will be purely on contract basis initially for a period of one year. The tenure can be extended further depending upon performance of the candidate and requirement of the institute.

**Job Responsibilities:**

- Develop high- quality content for various purposes, including but not limited to website content, blogs, social media posts, newsletters, press releases, and promotional materials.
- Collaborate with various departments and stakeholders to gather information and create content communicating the institute's key messages and achievements.
- Conduct research to stay updated on industry trends, best practices and relevant topics to ensure content aligns with brand guidelines and marketing strategies. Coordinate with graphic designers, photographers and videographers to enhance content with visual elements.
- Optimize content for SEO to improve visibility and engagement across digital channels.

**Skill Required:**

- Proven experience as a content writer, copywriter or similar role.

- Excellent writing, editing, proofreading, and note-taking skills with a keen eye for detail.
- Strong research skills and the ability to translate complex information into clear and engaging content.
- Familiarity with digital marketing and content management systems (CMS) is a plus.
- Ability to adapt tone and style to match the target audience and brand voice.
- Ability to work independently and collaboratively in a fast-paced environment.
- Strong organisational and time-management skills with the ability to prioritise and manage multiple projects simultaneously.
- Knowledge of the higher education sector and experience working in a similar role within a university or academic institution is preferred.

**Age:** Should not be more than 35 years as on last date of receipt of application.

**Emoluments:** The candidate will be paid a consolidated salary of Rs. 60,000 to Rs. 80,000 depending upon the educational qualifications and work experience.

**Selected candidate will have to join duty immediately on receipt of the offer.**

- Fulfilment of conditions of minimum qualification shall not necessarily entitle any applicant to be called for further process of recruitment.
- In case of large number of applicants, IIFT reserves the right to short-listing applicants in any manner as may be considered appropriate and no reason for rejection shall be communicated and no claim for refund of fee shall be entertained in any case.
- IIFT reserves the right to fill or not to fill the post advertised. No correspondence whatsoever will be entertained from the candidates regarding postal delays, conduct and result of interview and reason for not being called for interview.

Interested candidates having the above qualifications and experience should only apply Online through the link given below latest by **31.10.2024**.

**Link:** [http://docs.iift.ac.in/recruit/solo.asp?jcode=CW\\_Oct2024](http://docs.iift.ac.in/recruit/solo.asp?jcode=CW_Oct2024)

Only the shortlisted candidates shall be informed by e-mail to appear for the test and interview at IIFT Campus at B-21, Qutab Institutional Area, New Delhi-110016.

(Gaurav Gulati)  
Registrar