



Sharda University invites application for the following positions for 'Content Development Cell' :

Designation	Total Experience	No Of Openings
Content Manager	6-8Years	1
Content Writer	3-5Years	2
Editor	3-5Years	1
Graphic Designer	3-5Years	1
Camerman	5-7Years	1
Production Assistant	3-5Years	1

Job Description

1. Content Manager: A content manager refers to the content strategist to make day-to-day decisions about what should be written, how and when. This person should be able to explain to content creators and stakeholders *why* a piece of content should be created. To explain the *why*, content manager should be **fluent in SEO and keyword research** to identify topics and opportunities for improving organic traffic. They will also be skilled in finding topics that will perform well for various channels (social media, email, blogs, etc.). Every topic chosen should have a reason that will move your content team closer to your goals. The content manager will know the ins-and-outs of the editorial calendar as well as the workload of each content creator. This person manages the workflow to oversee that content gets finished and published on time.

Responsibilities:

- Develop content strategy aligned with short-term and long-term marketing targets
- Collaborate with marketing and design teams to plan and develop site content, style and layout
- Create and publish engaging content
- Edit, proofread and improve writers' posts
- Liaise with content writers to ensure brand consistency
- Optimize content according to SEO
- Use content management systems to analyse website traffic and user's engagement metrics
- Manage content distribution to online channels and social media platforms to increase web traffic
- Develop an editorial calendar and ensure content team is on board
- Ensure compliance with law (e.g. copyright and data protection)

- Creation of a club for blog writing on weekly events through involvement of students wherein they have to achieve more than 2,00,000 words in a month
- Stay up-to-date with developments and generate new ideas to draw audience's attention

Qualification and Eligibility

- Proven work experience of 6 to 8 years as a Content manager
- Hands on experience with MS Office and Word-Press
- Advanced knowledge of HTML and web publishing
- Knowledge of SEO and web traffic metrics
- Experience with social media management
- Excellent writing skills in English
- Ability to develop content that provokes engagement
- Strong leadership qualities and good organizational & time-management skills
- PG / UG degree in Journalism, Marketing or relevant field

2. Content Writer: Content writer is to create print and digital content for University that provides information or showcases the activities, programs, events, products or services we offer. Content writer should develop content that accurately reflects University ideals.

Responsibilities

- Produce well-researched content for publication online and in print
- Organize writing schedules to complete drafts of content or finished projects within deadlines
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Communicate and cooperate with a writing team, including a content manager, editors, and web publishers
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, Videos and blogs
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results

Qualification and Eligibility

- Work experience of 3 to 5 years
- Proven record of excellent writing demonstrated in a professional portfolio
- Impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Ability to work independently with little or no daily supervision

- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Strict adherence to the style guides of each company and their policies for publication
- Good time management skills, including prioritizing, scheduling, and adapting as necessary
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Familiarity with each client's requirements and the company's brand image, products, and services

3. Editor: Editor ensures that the content is top-notch and error-free. This person receives drafts from the writer and edits them for substance and mechanics. He or she will perform any basic edits and confer with the writer if any substantial changes need to be made before passing the article to the production assistant.

Responsibilities

- Write blog posts and marketing copy to promote our products and services
- Proofread, re-structure and edit articles by content writers
- Update our website and social media pages with new content
- Craft and send our monthly newsletter
- Interview industry professionals and use online sources to research topics
- Improve illustration in collaboration with marketing and design teams
- Optimize published pieces using SEO guidelines
- Manage the editorial calendar and ensure timely publication
- Generate new ideas around industry-related topics
- Monitor web traffic and user engagement (e.g. bounce rates)

Qualification and Eligibility

- Proven work experience of 3 to 5 years as a Content Editor, Web Editor or similar role
- Portfolio of published work
- Excellent writing and editing skills in English
- Attention to detail
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Familiarity with SEO and keyword research
- Team spirit
- Graduate in Marketing, Journalism, Communications or related field

4. Graphic Designer: Designer creates any visual assets that content requires. A designer can also create custom and branded imagery. Graphic designers design graphics for use in media products such as magazines, labels, advertising and signage. Develops concepts, graphics and layouts for product illustrations, University logos and websites.

Responsibilities

- Study design briefs and determine requirements
- Schedule projects and define budget constraints
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic
- Work with copywriters and creative director to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand

Qualification and Eligibility

- Proven graphic designing experience of 3 to 5 years
- A strong portfolio of illustrations or other graphics
- Familiarity with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- A keen eye for aesthetics and details
- Excellent communication skills
- Ability to work methodically and meet deadlines
- Degree in Design, Fine Arts or related field is a plus

5. Cameraman: Cameraman are responsible for capturing and recording all aspects of a scene. They use principles of lighting, staging, focusing and filtering to achieve a specific visual look for broadcast television or motion pictures. They work with a team of other film professionals to capture the ideas and vision of the project's lead.

Responsibilities:

- Work with directors to determine all aspects of shots
- Provide practical and creative input to scene planning
- Select, assemble and position equipment (cameras, stands, software etc.)
- Prepare cameras and test angles or camera movements
- Shoot scenes according to requirements
- Capture quality footage from a fixed or moving position
- Collaborate with makeup artists, lighting and sound staff to produce the best final effect
- Resolve technical or practical issues
- Edit footage as needed

Qualification and Eligibility

- Proven work experience of 5 to 7 years as a Cameraman
- Experience operating relevant equipment (cameras, cranes etc.)
- Excellent theoretical knowledge of filming and capturing footage
- Ability to understand and follow camera scripts
- Excellent communication skills
- Ability to think and act quickly
- A team player
- Attention to detail
- Physical strength to carry heavy equipment and stamina
- Excellent colour vision and hearing
- PG / UG degree in Journalism, film, or media or relevant field

6. Production Assistant: Production Assistant puts all assets together and publishes the content. The assistant needs to understand different technologies, web apps, and be able to follow directions precisely.

Responsibilities

- Import content (writing and imagery) into a website's content management tool.
- Set up content upgrades.
- Set up and schedule newsletters and email courses.
- Set up and schedule social media posts.
- Notify when content is ready for your review.

Qualification and Eligibility

- Proven experience of 3 to 5 years as production assistant or a passion for the industry
- Knowledge of terminology will be appreciated
- Computer savvy
- Excellent organizational and multi-tasking ability
- Resourcefulness and problem-solving
- A team player with great communication skills
- Degree in Design, Fine Arts or related field and Relevant training (e.g. production courses) will be an advantage

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