

Job Title: Media & Communications Associate – Data & Content Management

Department: Company Affairs

Location: Srinagar / Budgam

Job Type: Full-Time / Entry-Level

Reports to: Director Company Affairs

Role Overview:

We are seeking a creative and proactive **Media & Communications Associate (Data & Content Management)** to join our team. This entry-level position is ideal for someone passionate about visual storytelling, digital branding, and social media promotion. The role involves capturing high-quality photos and videos, designing marketing materials, managing online presence, and supporting documentation and communication tasks.

Key Responsibilities:

- Capture photographs and videos for events, promotions, and digital content.
 - Design engaging content using Canva or similar tools for branding & advertisement.
 - Promote the company's image and activities across social media platforms including Facebook, Instagram, LinkedIn, and Threads.
 - Develop and schedule posts, respond to comments, and monitor analytics to improve online engagement.
 - Spearhead the Marketing and Publicity campaigns.
 - Follow up with existing and prospective clients.
 - Maintain accurate records and documentation related to activities and media assets.
 - Coordinate with departments for communication needs and provide assistance in preparing presentations and official communication.
 - Utilize MS Office tools (Word, Excel, PowerPoint) for reporting, content writing, and internal documentation.
-

Work Environment:

- Fast-paced and collaborative environment.
 - May require occasional travel or extended hours during events or campaigns.
-

Requirements:

- Proficiency in photography and videography (including handling DSLR/mobile camera and editing tools).
 - Working knowledge of Canva or similar graphic design tools.
 - Familiarity with social media platforms and their trends and algorithms.
 - Strong written and verbal communication skills.
 - Proficiency in MS Office (Word, Excel, PowerPoint).
 - Creativity, attention to detail, and the ability to work independently or in a team.
 - Basic knowledge of video editing software (Final Cut, or InShot).
 - Previous internship or project work in branding, media, or communications.
-