

Job Description- Senior Associate- Website

Position/Title:	Senior Associate-Website	Department:	Central Communications
Reporting Details:	Manager- Central Communications		
Job duties :	<p>As a Senior Associate for Website, SEO, and Content, you will be the primary owner of the institution's digital presence. This role requires a strategic and detail-oriented professional to oversee the end-to-end lifecycle of website content — from creation and curation to technical SEO optimisation and community management. You will be responsible for ensuring all digital output aligns with brand guidelines, drives organic traffic, and maintains high standards of accuracy and performance.</p> <p>Key Responsibilities and Accountabilities:</p> <p>1. Website Content Strategy and Management</p> <ul style="list-style-type: none"> • Content lifecycle: Own the writing, editing, and curation of all website content, including text/blogs, images, and videos, ensuring strict adherence to brand and content guidelines. • Conversion and adaptation: Convert social media posts into comprehensive 500-word webpage content and ensure timely updates to dynamic sections such as 'In Focus', 'Announcements', 'Press Releases', and 'Events'. • Quality assurance: Ensure all stakeholder requirements adhere to the Standard Operating Procedure (SOP) for website design and templates; perform rigorous checks to ensure error-free execution of updates. • Information integrity: Attend institutional events to gather accurate write-ups and multimedia, coordinating with internal stakeholders to build relevant webpages on schedule. <p>2. SEO, AEO, and Digital Growth</p> <ul style="list-style-type: none"> • Search optimisation: Curate and implement SEO (Search Engine Optimisation) and AEO (Answer Engine Optimisation) content for both organic and paid channels to improve rankings and drive traffic to the main domain and subdomains. • Performance audits: Conduct regular audits of website content and SEO/AEO performance to identify areas for improvement. • Influencer and affiliate marketing: Drive partnerships with digital platforms, bloggers, and higher-ed influencers (e.g., Shiksha, Career360, etc.) to update listings and secure high- quality backlinks for SPJIMR programmes. • Community and reputation management: Serve as the Community Manager by curating content for Quora, Reddit, and Google My Business (GMB); maintain and manage the SPJIMR Wikipedia page. • Create promotional content: Work with internal stakeholders and creative agencies to produce promotional assets, including social media videos and creatives. <p>3. Operational Ownership and Vendor Management</p> <ul style="list-style-type: none"> • Stakeholder coordination: Act as the central liaison between internal stakeholders and the website development team or external vendors to ensure project timelines and deliverables are met. 		

	<ul style="list-style-type: none"> • Financial compliance: Take ownership of the monthly billing process, working with finance and procurement teams to streamline vendor payments, approvals, and contract management. • Data analytics: Track, report, and analyse key data metrics, offering actionable insights for campaign and website improvements.
Education :	Postgraduate diploma/degree: Communications, Journalism, Digital Marketing, SEO, English, Media Studies, or a related field.
Experience :	Minimum 5 years of relevant experience in Website, SEO & Content Management.
Capabilities required:	<p>Communication: Exceptional written and verbal English skills with a keen eye for proofreading and accuracy.</p> <p>Stakeholder management: Proven ability to build relationships and communicate effectively with multiple internal and external parties.</p> <p>Project management: Ability to prioritise multiple tasks in a fast-paced environment while meeting strict deadlines.</p> <p>Analytical mindset: Strong capability in reporting and data-driven decision-making.</p> <p>Flexibility: Willingness to travel and work flexible hours, including evenings and weekends, as required by event schedules.</p>
Technical Skills	<p>CMS: Knowledge of WordPress.</p> <p>SEO tools: Strong understanding of SEO best practices, AEO, and UX/UI principles.</p> <p>Design and multimedia: Basic designing and video editing skills in Canva/Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) or Final Cut Pro.</p> <p>Digital basics: Proficiency in Microsoft Office/Google Workspace.</p> <p>Social and community: Active on social media platforms, including Quora and Reddit, with some knowledge of optimisation for web-based community forums.</p>