



Centre for Alumni Relations and Corporate Affairs
(CARCA)

ANNA UNIVERSITY
CHENNAI - 600025

Dr. H. Jane Helena
Director – CARCA

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DATE: 28.06.2024

**ADVERTISEMENT FOR THE POST OF SOCIAL MEDIA EXECUTIVE AND
GRAPHIC DESIGNER IN CARCA**

Application in the format enclosed are invited for the following post in the **Centre for Alumni Relations and Corporate Affairs (CARCA)**, Anna University, Chennai - 25. The period of employment is to be six months and is likely to be extended if the performance of the candidate is found satisfactory. The posts are purely on temporary basis.

Name of the Post	Essential Qualifications	Job Description	Experience	Salary per month
SOCIAL MEDIA EXECUTIVE (1 post)	Bachelor / Master's degree in electronic media, Multimedia/ Visual Communication, Mass Communication, Advertising, Journalism or any relevant discipline	<ul style="list-style-type: none">• The Social Media Executive (SME) will be responsible for maintaining social media platforms (presently Facebook, X(Twitter), Instagram and LinkedIn).• Creating captivating content for all social media pages.• The SME should strategically plan to coordinate and collect information from the concerned event organizing committee members/incharge for on-time publication of post.• Monitoring user engagement and analysing feedback on daily basis.• Should have knowledge on copywriting and editing skills/ techniques suitable for each platform, from knowing how to write a successful tweet.• The SME should have a strategic mind set and be highly committed.• The SME should possess extraordinary communication and presentation skills with the ability to pay close attention to details.	For Bachelor's minimum of 2 Years For Master's minimum of 1 Year Experience is must in the relevant field. (Experience in design/content development/video editing and handling social media platforms in educational institutions or similar environments can be an advantage.)	Rs. 30,000/-pm to Rs. 40,000/-pm (Consolidated)

<p>Graphic Designer (1 post)</p>	<p>Diploma/ Bachelor / Master's degree in electronic media, Multimedia/ Visual Communication, Mass Communication, Advertising, Journalism or any relevant discipline.</p>	<ul style="list-style-type: none"> • Graphic Designer should create compelling graphic designs for marketing materials, including but not limited to brochures, flyers, posters, banners, advertisements, and social media graphics. • Should be able to develop visual concepts and design layouts using graphic design software that effectively communicates the intended message and resonates with the target audience in Digital, Print and Electronic Media. • Collaborate with the marketing team to understand project requirements, objectives, and timelines. • Manage multiple projects simultaneously and prioritize tasks to meet deadlines in a fast-paced environment. • Graphic Designer must have a thorough understanding of branding and marketing and be able to find the right style and layout for every project. 	<p>For Diploma minimum of 3 Years For Bachelor's minimum of 2 Years For Master's minimum of 1 Year as a Graphic Designer in any Educational institutions or similar environments.</p>	<p>Rs. 25,000/-pm to Rs. 30,000/-pm (Consolidated)</p>
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General Instructions

1. Only shortlisted candidates will be called for interview after scrutinizing the applications.
2. The actual date and time of the interview will be intimated only by e- mail to the shortlisted candidates
3. Candidates should appear for the interview with their original certificates.
4. No TA & DA will be provided.
5. The position is purely temporary.
6. The applicant will be responsible for the authenticity of information and other documents submitted.

Interested candidates should submit their application in the enclosed format along with self-attested photocopies of relevant certificates to the following address on or before 16.07.2024

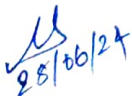
The Director,
Centre for Alumni Relations and Corporate Affairs(CARCA,
CPDE First Floor
College of Engineering Guindy Campus,
Anna University, Chennai - 25.

The soft copy of the same should be sent to dircarca@annauniv.edu

Note: Submitting the hard copy of the required documents, photographs, and application letter is mandatory.

 28.6.24
Director

Centre for Alumni Relations and Corporate Affairs (CARCA),
Anna University, Chennai - 25

 28/06/24



**CENTRE FOR ALUMNI RELATIONS AND CORPORATE AFFAIRS
(CARCA)**

ANNA UNIVERSITY, CHENNAI – 25

APPLICATION FORM FOR THE POST OF SOCIAL MEDIA EXECUTIVE / GRAPHIC DESIGNER

(Temporary Basis)

(To be filled by office)

Application number		Date of receipt of the application	
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Name of the Post Applied For:

Personal Details:

Full Name (In Capital)				Affix Recent Passport Size Photo
Date of Birth (DD/MM/YY)		Gender (Male/Female)		
Marital Status (Married/Unmarried)		Nationality		
Category (Gen/BC/MBC/SC/ST)				
Address for Communication	Permanent Address			
Mobile No. (Valid and Functional)		E-mail Id (Valid and Functional)		
Alternate Contact No.				

Education Qualifications: (From matriculation onward; Attach scanned copies of the qualifying degree certificates and mark sheets)

S.No.	Degree	Board / University	Regular / Part-time	Year of Passing	Division	% Marks / CGPA

Professional experience (Attach scanned copies of experience certificates)

S.No.	Designation	Name of Organization	Period		Nature of Work
			From	To	

Awards, Prizes (if any):

Any other relevant information which is not covered above:

List of Enclosures:

Declaration

I declare that the information furnished above is true and correct to the best of my knowledge and belief that no related information is concealed. If any discrepancy is found at any stage, Director, CARCA Anna University, Chennai, shall cancel my application / selection. I am aware that this application is only for temporary position.

Place:

Date:

Signature of the Applicant