



Intellectual Property Attorneys

## **Job Description -K&S Partners**

**Location** – Bangalore/New Delhi

**Reports to** – Content Lead – Communications

**Profile** : Social Media and Documentation Officer

**Role-** Professional Consultant (1year-will become full time based on performance)

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### **Key Responsibilities:**

#### **A. Digital Content Creation and Management**

- Develop and promote publication of high-quality content on social platforms (LinkedIn, X (formerly Twitter), YouTube,): copy, videos, infographics, factsheets.
- Use Canva or other design tools to create visually compelling graphics, infographics, and other design elements for communication materials.
- Stay updated on emerging communication trends, tools, and best practices to continuously enhance communication effectiveness.

#### **B. Social Media Management**

- Administer all company social media accounts: LinkedIn, X (formerly Twitter), YouTube, etc.
- Plan, implement and oversee social media campaigns and calendars.

#### **C. Storytelling and Engagement**

- Draft intellectual property-subject matter content.
- Conduct video interviews and podcasts with organization members.

#### **D. Communication Planning**

- Assist in updating and implementing communication plans.
- Ensure continuous engagement on digital platforms.

#### **E. Data Management and Analytics**

- Track and measure the impact of communication efforts using relevant metrics and analytics tools.
- Prepare monthly social media analytics reports.
- Identify areas for improvement and make data-driven recommendations to optimize communication strategies.

#### **F. Reports and Research Dissemination**

- Distribute new reports and research findings.
- Extract and disseminate key messages via digital media.



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#### G. Event Communication Support

- Prepare and disseminate event notices and support outreach.

#### H. Internal Communication and Coordination

- Manage internal communication sites and platforms.
- Organize internal meetings and coordinate appointments.

#### **Key Qualifications:**

##### **Education:**

Master's degree in marketing, advertising, or a relevant field from a reputable college.

##### **Experience:**

2-3 years of experience in digital content creation and social media management.

##### **Skills:**

###### Language Skills:

- Strong written and verbal communication skills in English.
- Excellent grammar and linguistic proficiency

###### Technical Skills:

- Graphic Design Software: Canva, Adobe InDesign.
- Video Creation/Editing: Adobe Premiere Pro, Final Cut Pro, Animoto, Lumen5.
- CMS: WordPress, SharePoint.
- Data Analysis Tools: Google Analytics, Facebook Insights, Hootsuite Analytics.

###### Core Skills:

- Ability to work both independently and within a team.
- Structured and systematic task management.
- Attention to detail and ability to thrive in a challenging environment.
- Proficiency in English.