

TERMS & CONDITIONS FOR THE POST OF CONSULTANT
CONTENT AND PROGRAMME CREATION

i) **Educational Qualification:**

- Bachelor's degree in English, Journalism or related field

ii) **Experience:**

- 03 Years experience in the respective field

iii) **Professional Skills**

- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics
- Excellent writing skills, as well as the ability to communicate and collaborate effectively
- The ability to consistently meet tight deadlines
- At least three years of experience writing for a B2B audience
- Experience using Word Press, Weebly, and/or Joomla/ preferred
- IT Skills
- Creative Skills
- Time management

iv) **Age Limit:**

- Should not be more than 40 years on the last date for receipt of application.

v) **Remuneration:**

- The consultant (Content and Programme Creation) will be paid a consolidated remuneration p.m.
- Consultant shall not be entitled to any allowance etc.

vi) **Scope of Work/ Job Responsibilities:**

The Consultant's duties will include, but not be limited to the following:

- Create content marketing campaigns to drive leads and subscribers Use SEO best practices to generate traffic to our site
- Regularly produce various content types, including email, social media posts, blogs and white papers



- Actively manage and promote ICC's social media platform and website, and pitch articles to relevant third-party platforms
- Edit content produced by other members of the team
- Analyze content marketing metrics and makes changes as needed
- Collaborate with other departments to create innovative content ideas
- Write press releases and other promotional materials

A handwritten signature in blue ink, consisting of a stylized 'y' followed by a long horizontal stroke.