

**No. KUDSIT/26/ PO AD/2021**
**12. 01.2023**
**RE-NOTIFICATION**

Kerala University of Digital Sciences, Innovation and Technology invites applications from qualified Indian citizens for the following position on a contract basis for a period of one year under the Kerala Block Chain Academy. Qualified candidates are requested to apply for the position online through its Recruitment Portal. The guidelines for submission of applications are available in the portal.

**Details of posts, qualification, experience required**

Designation	<b>Social Media Executive/Analyst</b>
Job Code:	SME/012023/26
Number of Vacancies	1
Remuneration	Rs.30,000 – 40,000 Consolidated per month
Essential Qualification / Experience	<ul style="list-style-type: none"> <li>• Any Degree from a recognized University / Educational Institution</li> <li>• Minimum one year experience in online marketing inclusive of working experience with website administrations in reputed Institution</li> <li>• Knowledge of HTML, CSS, Schema, JSON, and XML.</li> </ul>
	<ul style="list-style-type: none"> <li>• Excellent understanding of SERP and Search Engine Algorithms.</li> <li>• Experience with Google Analytic tools and Dynamic Tag Manager.</li> <li>• Knowledge of Search, Display, Remarketing, and Mail sponsored Ads, and Programmatic advertising.</li> <li>• Solid understanding of CTR, PPC/ CPC, CPA, CPL, and VTR attributes.</li> <li>• Experience with bid management</li> </ul>



Desirable Experience	<p>tools (e.g., Click Equations, Search Ignite).</p> <ul style="list-style-type: none"> <li>• Experience in any one of the tools WordStream, Google Keyword Planner, SEMRush etc.</li> <li>• Exposure to Web Master Tools in pointing indexing errors, and checking sitemap performances.</li> <li>• Experience with Social Media Channels including LinkedIn, Facebook, YouTube, Instagram, Quora, Pinterest etc.</li> </ul>
Age	Should not exceed 40 years on the last date fixed for the submission of application.
Nature of Appointment	Initially for a period of 6 months on contract basis (likely to be extended based on requirement /performance).

### Note

Age relaxation for submission of applications: 5 years for candidates belonging to SC/ST and 3 years for OBC candidates. Age may be further relaxed in the case of candidates with an exceptional experience.

### Mode of Selection:

The selection will be on the basis of a Test/interview conducted by the University.

### Venue of Test / Interview

The Test / Interview will be offline at the University Campus .

### General Instructions

1. Documents in original to prove age, qualifications, Community, should be produced as and when called for, failure of which will entail cancellation of candidature. Scanned copy of the documents to support the claim should be uploaded while submitting the online application.
2. Candidates should ensure that the particulars furnished by him/her are correct in all



respects. Anything not specifically claimed in the application against the appropriate field will not be considered at a later stage. In case it is detected at any stage of the recruitment that a candidate does not fulfill the eligibility norms and /or that he/she furnished any incorrect/false information or has suppressed any material fact, his/her candidature will stand canceled. If suppression of material facts or furnishing of any incorrect/false information is detected even after appointment, his/her service is liable to be terminated.

3. Applications not submitted in accordance with the eligibility and other norms mentioned in this Notification as well as the instructions published in the Recruitment Portal of the University will be summarily rejected.
4. Canvassing in any form will entail the cancellation of candidature.
5. Consequent on the adoption of self certification policy , the University shall process the applications on the basis of the information furnished, but the selection / appointment shall be subject to physical verification of the original certificates.

## How to Apply

- Applications shall be submitted online latest on **30.01.2023**. The application form is available at <https://www.duk.ac.in/careers>
- The applications received after the last date fixed or the applications which are incomplete or the applications without filling the relevant field will be summarily rejected.
- No interim queries after the submission of the application will be entertained. The candidates will be intimated about the schedule of the Test/ Interview through their registered email only.
- The candidates are advised to check their registered e-mails regularly after the last date fixed for the submission of the application.
- The University has the right to cancel the advertisement or entire selection process at any stage without assigning reason thereof and the decision of the University shall be final.
- Only the shortlisted candidates will be called for an interview. No TA/DA will be provided to attend the interview.

## Registrar

\* This is a computer system (Digital File) generated letter. Hence there is no need for a physical signature.

