

## **Terms of Reference (TOR)**

**Position Title: Content Creator**

**Institution: Model Institute of Technology (MIT), Kamaladi, Kathmandu**

**Job Type: Full-time**

**Required Number: 1**

**Level: Assistant Level**

### **1. Preferred Discipline Areas of Specialization:**

To support institutional branding and engagement through content creation, social media management, digital marketing, and storytelling. The role focuses on developing impactful content that enhances audience reach, promotes institutional activities, and strengthens the organization's digital presence.

### **2. Required Qualifications:**

- Bachelor's degree in Communications, Journalism, Marketing, English, Media Studies, or a related field.
- Additional training or certification in Content Writing, Digital Marketing, Social Media Management, Graphic Design, or SEO will be an advantage

### **3. Experience Skills and Abilities:**

- Up to 2–3 years of professional experience in content creation or a related field.
- Good writing, speaking, and editing skills combined with a good understanding of social media platforms such as Facebook, Instagram, TikTok, YouTube, Reddit, Quora, LinkedIn and others, along with basic knowledge of SEO and digital marketing and strong creative thinking and storytelling abilities.

### **4. Main Roles and Responsibilities:**

#### **R.1- Content Development and Management:**

- Assist in creating and publishing content for the institution's website, social media platforms, and digital channels.
- Support the development of monthly content calendars and posting schedules.
- Manage and maintain content archives, photo libraries, and communication documents.
- Monitor social media engagement and prepare basic performance reports.
- Develop and publish social media content aligned with institutional branding.
- Create engaging website and blog content.
- Prepare content for institutional newsletters.
- Prepare promotional and campaign-related content

- Assist in event coverage through photos, videos, and written content.
- Coordinate with the design and marketing teams to ensure content alignment.
- Review content metrics and suggest ways to improve performance.
- Perform other communication and marketing-related duties assigned by the supervisor.

## **R.2- Upholding Organizational Core Values:**

- Promote creativity, professionalism, integrity, and accuracy in all content creation while following institutional branding, ethics, and communication standards.
- Maintain a positive, inclusive, and student-centered digital presence while responsibly handling institutional information and collaborating effectively with relevant teams.

## **5. Additional Responsibilities:**

- The duties and responsibilities listed above are not exhaustive. The role holder may be required to perform additional tasks within reasonable limits of their skills and experience, as assigned by management.

## **6. Working Base:**

- Predominantly office-based (70%)
- 30% involvement in fieldwork, outreach programs, institutional visits, and events.

## **7. Reporting Line:**

Reports to the Digital Media & Communications Manager

## **8. Ownership and Confidentiality:**

All content produced under this assignment remains the property of Model Institute of Technology Pvt. Ltd.

## **9. Equal Opportunity Statement:**

Model Institute of Technology (MIT) is an equal opportunity employer. The institution encourages applications from qualified individuals regardless of gender, ethnicity, religion, caste, disability or background. All hiring decisions are based on merit, qualifications and institutional needs. For more information about MIT, please visit our website: [www.mitnepal.edu.np](http://www.mitnepal.edu.np).