

## **Job Description for the post of Senior Manager (Corporate Communication) at IIIT-D**

August, 2014

### **Position Brief**

IIIT Delhi, a Research University set up by the Government of NCT of Delhi, is seeking a high caliber and seasoned communications professional to create and enhance the research image and brand of the University under the supervision of the Director/ Faculty In-charge. The Senior Manager (Corporate Communication) is responsible for developing and implementing media and communications strategies that produce measurable results in both traditional and online media outlets. The University is often referred to as Institute, since the University consists of just one entity, the Institute.

### **Designation: Senior Manager (Corporate Communication)**

#### **Responsibilities**

- Act as the coordinator for all branding and messaging initiatives and lead IIIT-D's media, PR, and brand drives.
- Develop and oversee communications, media and visibility efforts as well as develop key messages for program, policy and advocacy initiatives.
- Be the single point of contact for local, national, and international news media, of all formats – print, electronic, and online.
- Leverage all relevant media including but not limited to social media, internal announcements, fliers, mailers, information booklets, posters, press releases, and posts on IIIT-D website.
- Design, develop and strategize communications campaigns around events, initiatives, and achievements of IIIT-D.
- Set up IIIT-D's Communications Office whose initiatives should facilitate and increase quality of admissions and placements and create interest in industry and overseas Universities for research collaborations with IIIT-D and better visibility for IIIT-D's brand among various stakeholders.
- Help with developing annual University reports, University and department level brochures, admissions brochures, program brochures, placement brochure, and event brochures.
- Represent IIIT-D at various professional, academic, and industry events and conferences in order to increase brand visibility of IIIT-D among participating audiences.
- Assist in developing and editing newsletters and creating editorial guidelines for students published on-campus magazines.
- As owner of IIIT-D's website, set up guidelines for posting and editing content on the website. Regularly review and refine the content on the website to ensure that it is current, relevant, accurate, and in tune with the brand objectives of IIIT-D.
- Support in executing Institute events to help IIIT-D brand image.

**Employment type:** Full-time, Regular (initially a three (03) years contract will be given).

## **Candidate profile**

### *Required*

- At least 10 years of overall work experience, of which the recent two years should have been spent in assignments similar to the job description. Experience in the education domain would be an added advantage.
- Should have excellent writing skills and ability to use the principles of marketing communications.
- Proficient with Microsoft Office Suite and communications-related programs such as Quark, InDesign, Adobe Illustrator, Dreamweaver/ photoshop.

### *Desirable*

- Demonstrated experience in multitasking, working well with peers and senior management and meeting deadlines.
- Ability to take initiatives and drive them to conclusion.
- Knowledge of media operations including print, broadcast, online and social media.
- Good at networking, the person should have a prior track record of building a relevant media contact base.
- Previous experience of working in a PR or a brand building agency would be an added advantage.

## **Education**

An advanced degree in Mass Communication/ MBA, specializing in marketing/ PR or journalism with some exposure to business communication, marketing communication, or content development.

**Reporting:** To Director/ Faculty In-charge, IIIT-D

## **Compensation**

This position is at the rank and scale of DGM/GM at IIIT-Delhi. The CTC per month at the starting of the scale for DGM is Rs 1 Lac, and Rs 1.4 Lac for GM. Deserving candidates may be given advance increments.

**Location:** New Delhi (Okhla, Phase III, near Govind Puri Metro Station)

**Contact details:** Manager, HR, Anoop Singh, email: [anoop@iiitd.ac.in](mailto:anoop@iiitd.ac.in)

## **General Information/Condition/Instructions:**

1. The appointment will be on Regular (initially a three (03) years contract will be given).
2. Prescribed qualifications are minimum and the mere fact that a candidate possesses the same will not entitle him/her to be called for interview.
3. Shortlisted candidates will be informed for interviews through e-mails only.

4. The institute reserves the right to restrict the number of candidates for interview to a reasonable limit, on the basis of qualification and experience.
5. The institute also reserves the right of rejecting any or all the applications without assigning any reasons thereof.
6. The institute reserves the right not to recruit against any or all the posts.
7. Qualifications/experience may be relaxed for exceptional candidates.
8. The candidates may be considered for higher/lower grade/ scale depending upon their profile.
9. The selected candidates will be expected to join within one month from the offer of appointment.
10. The applications received will be accessible under RTI Act only up to six months from the date of closing.
11. Reservation as per norms exist. Candidate may specify the category they belong to and attach documentary proof for the same.

**Campus:**

IIIT-D has a modern campus spread over 25 acres of land in South Delhi at Okhla, Phase III, New Delhi.

**How to apply:**

The complete CV with names and contact information (email, telephone number) of at least three references thru mail @ [admin-hr@iiitd.ac.in](mailto:admin-hr@iiitd.ac.in) with subject "**Post of Senior Manager (Corporate Communication) at IIIT-D**" latest by August 31, 2014. Shortlisted candidates will be invited for an interview in early September