



भारतीय विदेश व्यापार संस्थान
INDIAN INSTITUTE OF FOREIGN TRADE
(Deemed to be University)
An Autonomous body Under Department of Commerce,
Govt. of India

Engagement of Media Manager on contractual basis

Indian Institute of Foreign Trade (IIFT) is a premier B-School set up by Government of India, engaged in education, training and research in the area of International Business. The Institute intends to engage an experienced person as Media Manager, purely on contract basis for an initial period of one year, which maybe extended further.

Educational Qualifications & Experience:

(a) Essential:

- Masters or PG Diploma in Mass Communications/ Journalism or Advertising or Public Relations or Marketing from a recognized University with minimum 50% marks or equivalent grade point average;
- Minimum 5 years' experience in the following areas –
 - Event and Outreach Management
 - Social Media Management (Twitter, Facebook, LinkedIn, Instagram YouTube)
 - Advertising & Publicity
 - Preparation of Editorial Materials (Reports/ Articles/ Speeches)
 - Design, Conceptualization & Story Boards)
- Candidate should be well versed with English and Hindi Language (written& spoken both)
- Working knowledge of Digital Marketing, Video Editing, Content/ creative writing

(b) Desirable:

- Proficient IT Skills
- Proficiency in social media management tools (e.g., Hootsuite, Buffer) and analytics tools (e.g., Google Analytics, social media insights).
- Knowledge of Government Framework

- Creative mindset with a keen eye for visual content and storytelling.
- Experience with graphic design software (e.g., Adobe Creative Suite) is a plus.
- Familiarity with the business education sector is a plus.

Tenure:

The appointment will be purely on contract basis initially for a period of one year. The tenure can be extended further depending upon performance of the candidate and requirement of the institute.

Job Profile:

Media Manager is expected to convey an image that is favorable and in all aspects beneficial to the Institute's target audience. The incumbent will be responsible for planning, development and implementation of Institute's social media and communication strategies. The incumbent will be also be responsible to instil a communication led ethos throughout the organization.

The Media Manager will be required to perform following major activities amongst others:-

- Strategize on expanding the reach of the various programmes of the Institute.
- Develop and implement integrated communication and marketing strategies for Institute's programmes.
- Plan and execute media campaigns for events, programs, and other initiatives. Help to build better perception and image of the Institute through concerted efforts with all stakeholders and the media.
- Improve coverage of activities of the Institute on Print/Digital and Social Media in coordination with Academic Divisions, faculty members, students and administrative staff.
- Help the Institute to maintain good relations with its stakeholders and administrative interfaces viz. local administration, regulatory bodies, etc.
- Create engaging, high-quality content for social media platforms including Facebook, Twitter, LinkedIn, Instagram, YouTube, and emerging channels.
- Monitor, track, and report on social media performance using analytics tools; adjust strategies based on insights and data.
- Managing content on the website of the Institute.

Age: Not more than 40 years as on the last date of application.

Emoluments: The candidate will be paid a consolidated salary of Rs. 70,000/- (negotiable) per month depending upon the academic achievements and the work experience.

- Selected candidate will have to join duty immediately on receipt of the offer.
- Fulfillment of conditions of educational qualification and experience shall not necessarily entitle any applicant to be called for further process of recruitment.
- In case of large number of applicants, IIFT reserves the right to short-list the applications in any manner as may be considered appropriate and no reason for rejection shall be communicated.
- IIFT reserves the right to fill or not to fill the post advertised. No correspondence whatsoever will be entertained from the candidates regarding postal delays, conduct and result of interview and reason for not being called for interview.
- Interested candidates having the requisite qualifications and experience should only apply Online through the link given below latest by **17.09.2024**

Link: https://docs.iift.ac.in/recruit/solo.asp?icode=MedMan_Sept24

Only the shortlisted candidates shall be informed by e-mail to appear for the test and interview at IIFT Campus at B-21, Qutab Institutional Area, New Delhi-110016.

(Gaurav Gulati)
Registrar