



भारतीयविदेशव्यापारसंस्थान

## INDIAN INSTITUTE OF FOREIGN TRADE

(Deemed to be University -- Under Department of Commerce, Govt. of India)

### **Engagement of Manager (Communications and Social Media) 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 Manager (Communications and Social Media), purely on contract basis for an initial period of one year, which may be extended further.

### **Educational Qualifications & Experience:**

#### **(a) Essential:**

- Post Graduate Degree from a recognized University with minimum 50% marks or equivalent grade point average;
- Minimum 7 years experience in the Corporate Communications/Print Media/Social Media /Publicity/ Journalism, preferably in a Government Department/ Educational Institute).
- Candidate should be well versed with English and Hindi Language (written & spoken both)
- Should be familiar with SEO strategies/technologies.

#### **(b) Desirable:**

- Degree/Diploma in Digital Marketing / Social Media / Mass Communication /PR from a recognized University.

### **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:**

Corporate Communications and Social Media, in an educational institute like IIFT, is a planned and systematic management function aimed to improve the programmes and

services offered by the Institute. Manager (Communications and Social Media) is expected to convey an image that is favourable 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 also be responsible to instil a communication led ethos throughout the organization.

The Manager (Communications and Social Media) 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.
- 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.
- Managing content on all social media channels of the Institute including Facebook, Twitter, LinkedIn, YouTube etc.
- Managing content on the website of the Institute.

**Age:** Not more than 55 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 **21<sup>st</sup> April 2021**.

**Candidates to send their recent CV with their passport photograph to [recruitment@iift.ac.in](mailto:recruitment@iift.ac.in) with the subject line “Manager (Communications and Social Media)”. Applications without passport photographs and the aforementioned subject line of email will be rejected.**

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, NewDelhi-110016.