

**IIM Visakhapatnam**  
**Recruitment of Marketing Professionals**  
**Notification No.: IIMV/HR/Rectt/NTS/MP/03/2022 dated 01-June-2022**

Item	Item Description
<b>A. Cadre</b>	<b>Media &amp; Public Relations, Corporate Outreach, Business Development &amp; Marketing</b>
<b>B. Position(s)</b>	<ul style="list-style-type: none"> <li>• Up to two Positions (on contract) – initially for a duration of up to two years, extendable based on Institute’s requirement and on incumbent’s performance</li> <li>• Position-level to be determined based on nature and extent of experience and performance in the selection process.</li> <li>• Role-responsibilities as per position-level [Please refer (G) below].</li> <li>• Compensation not a constraint for the right candidates.</li> </ul>
<b>C. Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• PGDM or MBA from a reputed university or institution</li> </ul>
<b>D. Proficiency</b>	<ul style="list-style-type: none"> <li>• Excellent communication skills in the English &amp; Hindi language – oral and written.</li> <li>• Good proficiency in the use of MS Office tools (Word, Excel, PowerPoint)</li> <li>• Demonstrated performance in creative, imaginative, and innovative work.</li> <li>• Excellent inter-personal skills.</li> <li>• Result-orientation and proven track-record of target-achievement.</li> </ul>
<b>E. Work Experience</b>	<ul style="list-style-type: none"> <li>• At least 10 years (full time), post qualification experience, in the Sales, Marketing, Corporate Outreach and/or Business Development functions in organizations of repute</li> <li>• Proven expertise and experience in managing media and public relations, working with digital and social media platforms.</li> <li>• Proven experience in dealing with the government, public and private sector organizations.</li> </ul>
<b>F. Age</b>	<ul style="list-style-type: none"> <li>• Preferably not more than 40 years as on closing date of applications.</li> </ul>
<b>G. Job Description: Duties &amp; Responsibilities</b>	<p><b>A. Marketing of Programs</b></p> <ol style="list-style-type: none"> <li>1. Explore and maximize student-enrolment opportunities for the Institute’s academic and execution programs.</li> <li>2. Develop, foster and maintain linkages with current and potential sponsors/patrons/clients.</li> <li>3. Manage and deepen relationships with such organizations viz., government, business/industry and NGOs and other external stakeholders.</li> <li>4. Develop and maintain knowledge of the higher education market and the degree- and non-degree oriented educational and capacity-building programs being offered by reputed business schools.</li> <li>5. Engage actively with current and prospective sponsors/patrons/clients and ensure enrolment of students in large numbers.</li> <li>6. Take full charge of, plan, organize, lead, coordinate, facilitate and ensure the smooth implementation of marketing campaigns.</li> <li>7. Enhance participation in nature and extent; year-on-year, of new sponsors/patrons/clients for the Institute programs.</li> <li>8. Ensure that the number of enrolments received for the Institute programs are better than those of previous year and vis-à-vis the competition.</li> <li>9. Plan and implement the business development activities on yearly, quarterly, monthly and weekly basis.</li> </ol>

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	<p>10. Interact regularly with the Program Chairs, faculty cohort at large on the one side, industries and industry-bodies, past, present and potential students to understand their felt-needs (domain/skills related etc.) and expectations.</p> <p>11. Arrange for briefing sessions, roadshows, seminars etc. towards improving the enrolment in programs.</p> <p>12. Handle the entire process of on-boarding, coordination and successful conduct of marketing campaigns (including digital and social media) as well as outreach and image-building campaigns by the chosen external agency (if any). Carry out all the said activities in the absence of any agency.</p> <p>13. Maintain a database and update at regular intervals, of present and prospective sponsors/patrons/clients, their coordinates and contact details.</p> <p>14. Seek appointments and meet with decision-makers/decision-facilitators among sponsors/patrons/clients and showcase the programs of the Institute.</p> <p>15. Develop and implement MIS to measure the efficiency and effectiveness of marketing campaigns (including digital and social media marketing).</p> <p><b>B. <u>Alumni Relations</u></b></p> <p>1. Initiate, develop, foster and maintain strong linkages with alumni of all academic and executive education programs (i.e., except of the flagship PGP)</p> <p>2. Maintain a database and update at regular intervals, of the said alumni, as regards their coordinates and contact details, by keeping track of their career progression and changes in employment, positions and locations.</p> <p>3. Manage and deepen relationships with the said alumni.</p> <p>4. Engage with and encourage the said alumni for their participation in the Institute's events and activities.</p> <p>5. Engage with and encourage the said alumni to spread a good word about the Institute programs and facilitate nominations/enrolments.</p> <p>6. Maintain and keep alumni (non-PGP) portal updated, at all times, with rich, relevant and contemporary content.</p> <p>7. Coordinate with Chapters (when set up) and alumni (non-PGP) for various activities and help them organize events and alumni meets at their respective Chapters/locations.</p> <p>8. Manage the operations smoothly, of the Alumni (non-PGP) Relations Office.</p> <p>9. Lead, facilitate and coordinate smooth conduct of the said alumni events.</p> <p>10. Develop and implement MIS for the Alumni (non-PGP) Relations Office.</p> <p><b>C. <u>Media &amp; Public Relations</u></b></p> <p>1. Facilitate and ensure print and social media channels are used effectively and responsibly as regards program-promotion activities, student and alumni (non-PGP) events, activities, achievements, news, announcements, fests, competitions etc.</p> <p>2. Gain a sound understanding of the Institute's Programs, their USP, target clientele, etc.</p> <p>3. Maintain and manage social media handles responsibly</p> <p>4. Devise and implement creative campaigns towards enhancing the visibility of the programs of the Institute</p>

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	<ol style="list-style-type: none"> <li>5. Help Program Chairs / Admissions Chair to bring out digital media campaign posters/flyers with attractive designs for the academic and executive education programs</li> <li>6. Help the Institute in collecting and compiling the data of target audience, sending invitations and Call for Papers (CfP), designing brochures, and posting over different social media platforms.</li> <li>7. Measure and monitor the efficiency and effectiveness of various communication initiatives i.e., outlays vs. outputs and outcomes</li> <li>8. Benchmark the outputs and outcomes of the Institute on the media/communications front vis-à-vis those of competition/comparable institutions</li> <li>9. Respond, or ensure that appropriate person(s) respond, to the enquiries received from (potential) stakeholders such as sponsors/patrons/clients, aspiring students, non-PGP alumni etc.</li> </ol> <p><b>D. <u>General</u></b></p> <ol style="list-style-type: none"> <li>1. Prepare and seek approvals (in advance) for the budgets for the activities.</li> <li>2. Coordinate with and work in tandem with the Program Chairs and the Admissions Chair.</li> <li>3. Report to the Director or an authority identified by the Director.</li> <li>4. Assume responsibility for deliverables.</li> <li>5. Demonstrate initiative, imagination, ideation and innovation</li> <li>6. Develop market/industry insights and show measurable improvement in the outputs and outcomes, year-on-year.</li> <li>7. Maintain at all times, absolute confidentiality (non-disclosure) and high standards of ethics in all dealings; and ensure at all times, non-conflict of interest.</li> <li>8. Carry out any other task as may be assigned by the Director from time to time.</li> </ol>

**A. Terms and Conditions:**

1. **Age:** Relaxation in upper age limit is admissible for candidates belonging to SC/ST/NC-OBC/PWD as per the Government of India rules.
2. **Compensation:** Compensation not a constraint for the right candidates. It will be based on the Institute's norms, commensurate with qualifications, experience, last-pay drawn and performance in the selection process.

**B. General:**

- a. All the educational qualifications acquired should be duly recognized in law.
- b. The Institute may select and/or shortlist suitable number of candidates to address present and/or future requirements.
- c. The Institute encourages diversity in workplace and woman candidates are encouraged to apply.
- d. Mere fulfilment of qualifications and experience does not entitle an applicant to be short-listed. The Institute reserves the right to restrict the candidates to be called for the selection process to a reasonable number, based on relevant criteria, higher than the minimum prescribed.
- e. Age and experience would be reckoned as on the closing date of applications.

- f. Higher salary may be considered for deserving candidates i.e., of outstanding merit or exceptional record of performance.
- g. The place of work is the Institute's campus. It is presently located in Andhra University, Visakhapatnam, Andhra Pradesh.
- h. Candidates are advised to visit the website of IIM Visakhapatnam ([www.iimv.ac.in/careers](http://www.iimv.ac.in/careers)) regularly, for updates. Amendments, corrigenda (if any), will be placed on the Institute website only.
- i. The Institute will communicate only with short-listed candidates.
- j. Candidates in employment (Government or Public Sector) must produce relieving orders from their current employers at the time joining the Institute, failing which, they will not be permitted to join.
- k. No correspondence from applicants shall be entertained during the recruitment process.
- l. Canvassing in any form will lead to disqualification.
- m. The Institute requires the selected candidates to join within thirty days of receipt of the offer.
- n. In all matters of recruitment such as screening, shortlisting, selection, fixation of salary etc., the interpretation and decisions of the relevant Committees and/or the Competent Authority of the Institute shall be final and binding.
- o. Selection process may include assessment of one or more of the following: (i) Quantitative Aptitude; (ii) Data Interpretation and Logical Reasoning; (iii) Verbal and Reading Comprehension; (iv) Computer-based problem-solving exercise; (v) Personal Interview. The selection process may be held in online mode or physical-presence mode. No charges whatsoever shall be admissible/payable for attending the selection process.
- p. The Institute reserves the right to act and take decisions as deemed fit, in all matters relating to (i) eligibility; (ii) acceptance or rejection of the application; (iii) incomplete or incorrect information (if any) furnished by the applicant; (iv) shortlisting and selection. No request or correspondence of any kind in this regard would be entertained.
- q. Institute also reserves the right to post/transfer the selected candidates to any other department/area/ division or assign additional duties any time during the service as per the requirement of the Institute and/or in public interest. The designation, role and responsibilities are liable to change accordingly. They can be changed or additional duties may be assigned by the Competent Authority, as per the work requirements of the Institute.
- r. The Institute may not fill any, some or all the advertised positions; or cancel the advertisement in whole or in part, without assigning any reason and without incurring any liability.
- s. The Institute also reserves the right to extend the closing date for receipt of applications; restrict, enlarge, modify or alter the requirements or recruitment process in whole or part, if such need arises, without issuing any further notice or assigning any reason thereof.
- t. Disputes (if any) shall be subject to the jurisdiction of competent courts of the city of Visakhapatnam and Andhra Pradesh.

**C. How to apply:**

1. Interested candidates are invited to apply using the prescribed application format

only, available on the website (www.iimv.ac.in/careers). Applications not conforming to the format are liable to be rejected.

2. Filled-in, applications along with self-attested photocopies of certificates/documents in support of Date of Birth, Category (wherever applicable), Educational Qualifications, Work Experience etc., should be sent by post/courier/by hand so as to reach this office on or before the last date mentioned.
3. The envelope containing the application should be properly sealed and **superscribed as “Application for Marketing Professional - IIMV/HR/Rectt/NTS/MP/03/2022 dated 01-June-2022”**.
4. Applications should be complete in all respects. Additional sheets as needed may be used and referenced suitably.
5. All information furnished MUST be based on supporting documentation. Incomplete/incorrect/sketchy and unsigned applications are liable to be rejected. Applications received in any other format will not be accepted.
6. Last date for receiving the application is **22-June-2022 (Thursday) by 17:00 Hrs.**
7. Applications received after last date and time will not be considered.
8. The Institute is not responsible for any delay in submission of the application.
9. Address to send the applications:

**Senior Administrative Officer HR**  
**Indian Institute of Management Visakhapatnam**  
**Andhra Bank School of Business Building**  
**Andhra University Campus**  
**Visakhapatnam, Andhra Pradesh – 530 003**

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# IIM

विद्या परं दैवतम्

भारतीय प्रबंध संस्थान विशाखपट्टणम  
Indian Institute of Management Visakhapatnam

Andhra Bank School of Business Building, Andhra University Campus, Visakhapatnam - 530 003  
Andhra Pradesh, INDIA. Tel: +91 891 2824 444

**IIMV/HR/Rectt/NTS/MP/03/2022 dated 01-June-2022**

### Application for the position of Marketing Professional

#### A. Instructions:

1. Please use the format given below only and provide complete data. No CV need be attached separately.
2. Please read very carefully the instructions given in the detailed advertisement (hosted on: <https://iimv.ac.in/careers>) and ensure you are eligible, before applying.
3. Application should be completely filled-in and sent along with self-attested photocopies of all certificates, documents in support of date of birth, category (wherever applicable), educational qualifications, work experience etc.

1. Name (in capital letters, with surname/last name in the end) _____		Space for Passport size Photograph
2. Father's name: _____		
3. Date of Birth (dd/mm/yyyy): _____		
<b>3.Address and Contact Details</b>		
Communication Address:		Permanent Address:
PIN code:		PIN code:
Phone No. (Landline):		Phone No. (Landline):
Phone No. (Mobile):		Phone No. (Mobile):
E-mail:		
Marital Status:		
Gender: Male / Female / Other		
Category: GENERAL / SC / ST / NC-OBC / PwD / EWS [Appropriate Category MUST be ticked (√). Otherwise application is liable to be rejected]		

#### 4. Education Details:

Exam	Qualification Title	Subjects / Specialization (if any)	Institution/University	Mode of Study [Full-time / Part time]	Year of Passing	Aggregate Marks / Percentage / CGPA
X Std.						
10+2 / Intermediate						
Diploma						
Graduation						
Post-Graduation						
Post-Graduate Diploma						
Others (Please specify)						

*Please add additional rows if required*

#### 5. Work Experience Details (List in reverse chronological order)

Name and address of the Employer	Period		Duration		Employment Type (Regular / Contractual)	Designation	Pay Level/ Monthly Salary in Rs.	Key Responsibilities
	From mm/yy	To mm/yy	Years	Months				

*Please describe key job responsibilities handled in detail, for every position, using additional sheets*

Total Experience: \_\_\_\_\_ Years; \_\_\_\_\_Months  
(Experience must be in completed months and years is reckoned as on closing date of application)

**6. Proficiency in Languages (other than English) : Please Write “YES” or “NO” as applicable**

Language	Read	Write	Speak

**7. Professional References (Not relatives) of three persons:**

*(References MUST be in positions higher than the position being applied for, by the candidate)*

- a. <Name, Designation, Organization, E-mail ID, Mobile No.>
  
- b. <Name, Designation, Organization, E-mail ID, Mobile No.>
  
- c. <Name, Designation, Organization, E-mail ID, Mobile No.>

**8. Statement of Purpose:** Please describe (on a separate sheet) in about 300 words, why you wish to join IIM Visakhapatnam and how your qualifications & experience would be useful to the Institute in the post you are applying for.

**9. Declaration about Conduct and Character:**

- a) I hereby declare that as on date, I have faced / have not faced<sup>(\*)</sup> in my educational and/or work career, disciplinary or penal action by authorities (including, but not limited to detention in any class, rustication, extension of probation, postponement of increment, demotion etc.)
  
- b) I hereby declare that as on date, I have faced / have not faced<sup>(\*)</sup> action by law-enforcement agencies in India or abroad.



(\*) strike out the option not applicable.

If the answer to either of above is “have faced”, full details must be furnished.

**10. Declaration:**

I hereby declare that all the statements and particulars furnished by me in this application are true, complete and correct to the best of my knowledge and belief. I declare that no facts/information has been hidden or suppressed. I also fully understand that in the event of any information furnished being found false, incomplete or incorrect at any stage, my application/candidature is liable to be summarily rejected forthwith and if I am already appointed, my services are liable to be terminated from the post, without any notice or compensation; and without prejudice to any other legal/penal action that the Institute may initiate against me, as deemed fit.

Date :

\_\_\_\_\_  
Signature of the applicant

Place:

Name of the applicant: \_\_\_\_\_

**Checklist for submitting the application form, and list of documents to be attached**

- |   |               |
|---|---------------|
| 1. Application form completely filled-in and photograph affixed                         | YES / NO      |
| 2. Self-attested photocopy of certificate in proof of date of birth                     | YES / NO      |
| 3. Self-attested photocopy certificate Category certificate (wherever applicable)       | YES / NO / NA |
| 4. Self-attested photocopies of all certificates in proof of Educational qualifications | YES/NO        |
| 5. Self-attested photocopies of all certificates in proof of Work Experience            | YES/NO        |
| 6. Statement of Purpose (refer item 8)  | YES / NO      |
| 7. Signature of applicant (on each page and in item 10)                                 | YES / NO      |

**NOTE:**

a. Applications without above documents shall be liable for rejection.

b. Applications without applicant’s signature on each page will be rejected.

Only self-attested photocopies of certificates to be attached. Original documents SHOULD NOT be sent.

Institute is not responsible for loss of any such document if sent.

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