

IHUB ANUBHUTI-IIITD FOUNDATION

(A Section 8 Company Promoted by IIIT-Delhi)

Adv. No.: iHub-Anubhuti/2023/Hiring/26

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Advertisement inviting applications for the Position of Assistant Manager (Marketing)

IHUB ANUBHUTI-IIITD FOUNDATION (iHub-Anubhuti), is a Section-8, Not-for-profit Company at Indraprastha Institute of Information Technology Delhi (IIIT-Delhi) under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS) of the Government of India. It is a Technology Innovation Hub supported by the Department of Science and Technology (DST), Govt. of India. iHub-Anubhuti has been set up to create a collaboration between industries, academic institutions, and government agencies to innovate and develop data-driven cognitive computing solutions.

The iHub-Anubhuti is a Hub of Research, Entrepreneurship, and Innovation in the area of Cognitive Computing & Social Sensing.

iHub-Anubhuti is looking to hire for the following positions and invites applications for the same:

Job Title: Assistant Manager (Marketing)

No. of posts: One (01)

Job responsibilities include, but are not limited to the following:

Campaign Management:

- Assist in developing and executing marketing campaigns, including planning, execution, and monitoring.
- Coordinate with creative teams, agencies, and vendors to ensure the timely delivery of campaign materials.

Digital Marketing:

- Manage digital marketing channels, including social media, email marketing, and online advertising.
- Analyze digital performance metrics and recommend optimization strategies.

Content Creation:

- Contribute to the creation of marketing content, such as blogs, articles, social media posts, and promotional materials.
- Ensure content aligns with brand guidelines and resonates with target audiences.

Market Research:

- Conduct market research to identify trends, customer preferences, and competitive landscape.
- Use insights to inform marketing strategies and campaign planning.

Brand Management:

- Assist in maintaining brand consistency across all marketing initiatives.
- Participate in brand development projects and updates.

Event Coordination:

- Coordinate and support marketing events, trade shows, webinars, and product launches.
- Manage logistics, promotion, and follow-up activities.

Analytics and Reporting:

- Track and analyze marketing campaign performance, providing regular reports to the management team.
- Use data to assess the effectiveness of strategies and make data-driven recommendations.

Collaboration:

- Work closely with sales, product, and design teams to align marketing efforts with business goals.
- Foster cross-functional collaboration to achieve integrated marketing outcomes.

Budget Management:

- Assist in managing the marketing budget, ensuring efficient allocation of resources.
- Monitor expenses and provide budget-related updates to the management.

Skill Sets, Knowledge, and Experience

- **Educational qualifications:** Graduate degree in Marketing, Business, or a related field. Master's degree is a plus.

- **Experience:** Minimum 3 to 5 years of experience in the relevant area.

- **Desirable:**
 - Excellent problem-solving, organizational and negotiation skills along with good communication skills.
 - Proven experience in marketing roles, with a focus on campaign management and digital marketing.
 - Proficiency in digital marketing tools, analytics platforms, and content management systems.
 - Strong communication and interpersonal skills.
 - Creative thinking and problem-solving abilities.
 - Ability to multitask, prioritize, and work in a fast-paced environment.
 - Strong analytical skills with the ability to interpret data and draw actionable insights.
 - Familiarity with industry trends and best practices.
 - Excellent project management skills.
 - Proficiency in using marketing software and tools.

Compensation, Tenure and other details:

The consolidated salary will be in the range of **INR 6 Lakhs to INR 7.20 Lakhs** annually. It will be a contractual position with an initial period of appointment of two (02) years, extendable based on performance. There will be an initial probation period of 6 months.

How to Apply:

Interested candidates may apply on the [Application Form](#).