



Requires

Manager/Assistant General Manager – Communications

The Indian Institute of Management, Ahmedabad (IIMA) is looking for Manager/Assistant General Manager - Communications who will be responsible for the comprehensive planning and implementation of the Institute's communications and branding efforts. This will include developing a strategic and comprehensive communications plan and implementing it through the Institute's website, social media, publications and public relations in collaboration with other departments and senior functionaries of the Institute.

Job Description:

- Support the development and implementation of IIMA's external and internal communications strategies.
- Contribute expertise in media and online engagement as well as global outreach of IIMA's overall strategic planning.
- Increase visibility about the Institute's academic, research and outreach activities through channels such as media, website, social handles etc.
- Design and implement comprehensive branding strategy for IIMA in consultation with stakeholders and experts.

Communications would involve three main activities:

1. External Public Relations

- Build relationships and contacts with relevant print, broadcast, and online journalists in India and abroad.
- Update, refresh, and maintain the external web presence of IIMA
- Use multiple media formats (print, television, electronic and social) to communicate in a consistent and integrated manner.
- Develop newsletters, brochures and reports.
- Create new and innovative communication channels, such as podcasts, video blogs, and social media campaigns.
- Coordinate and support event management of public outreach and education events, including lectures, workshops and conferences.

- As needed, organize press conferences, media interviews, media visits, and briefings, communicate with media
- Respond to press or public inquiries, or ensure that the appropriate person(s) respond.
- Arrange media interviews for IIMA faculty and administration and support them with briefing notes and other information, as required.
- Review IIMA's research regularly to identify potential news stories, and undertake proactive media engagement, including disseminating press releases
- Offer support and training to IIMA professionals in media skills and media engagement.
- Create and maintain the IIMA style, which will be used in all communications, including articles, briefing papers, correspondence, websites, and so on.
- Enhance communication by improving processes and implementing best practices.

2. *Internal Communication*

- Update IIMA community, including faculty, staff, associates, and residents with Institute's news and activities.
- Use multiple channels including newsletters, lectures, intranet, social media, workshops, and events for communication.
- Develop, maintain, and upgrade an intranet platform for the IIMA community in collaboration with the IT group.

3. *Administrative Functions*

- Recruit, train, motivate, and manage staff to assist with the aforementioned responsibilities.
- Create and manage administrative processes for carrying out responsibilities and tracking performance.
- Collaborate with Institute's senior members -Deans, CAO, faculty, Executive Education, IT, administrative functionaries, and all stakeholders-to ensure quality and consistency in communication

Person specifications:

Essential

- Graduate/Post-graduate degree in any field.
- At least seven years' experience in communications (preferably with a Management Institute).
- Exceptional written communication skills, as well as the ability to adapt style to different communication channels and audiences.
- Excellent interpersonal skills.
- Ability to work on own initiative and as part of a team, and willingness to 'pitch in' as required.
- Demonstrable experience of communicating complex and nuanced issues to the media.
- Basic understanding of, and willingness to learn about, new technological developments related to information dissemination.
- Willingness to work outside normal office hours and to be on call as required during evenings and weekends to handle media enquiries and public relation needs.
- Ability to present to a range of stakeholders at senior level and at events.

Desirable

- General understanding of the management education sector.
- Experience of working closely with marketing and/ or public relations agencies
- Enthusiasm for new opportunities presented by online and social media platforms
- Creative and innovative approach to communication and branding.
- Experience with web content management systems.

Age: Maximum 40 years on the last date of application. The institute provides age relaxation as per GOI rules. Additional 5 years' age relaxation is given to women candidates.

Reporting: The selected person reports to Chairperson, Communications Committee/Dean/Director.

Salary & Allowances: Selected candidate will be offered an appointment on a Tenure Based Scaled Contract for a fixed term of three years, which may be extended for a further period as required. Based on the experience and qualification, the selected candidate will be placed in Pay Level 10/11 under the pay matrix of 7th Central Pay Commission. Besides the salary as per the 7th CPC, the Institute offers other benefits which are at par with the permanent employees.

Interested candidates are requested to **APPLY ONLINE** latest by **December 13, 2023** .

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