



**IIM LUCKNOW ENTERPRISE INCUBATION CENTRE (IIML EIC)  
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

*Noida Campus at B1, Institutional Area, Sector 62, Noida- 201307*

*IIML EIC is hosted by IIM Lucknow, supported by NSTEED, DST, Government of India, and the Uttar Pradesh Government*

**VACANCY**

**NOTIFICATION**

**Subject: Recruitment for the position of Assistant Manager-Marketing (Consultant role) on contract at IIML EIC**

IIML- EIC invites applications from interested and eligible candidates for the selection of **one position (01) of Assistant Manager-Marketing** on contract for a period of 1 year, which may be considered further for extensions as per the project requirement & satisfactory industrial performance, and policy of the IIML EIC.

**Job Description & Key Responsibilities:**

- Designing, developing, and promoting social media content & design graphics/collateral for all incubator programs/events or activities under supervision & assist in social media content strategy
- Draft and develop SEO-friendly content for websites, social media platforms, newsletter, Press Release, stories, etc, as required to maintain the strong media presence;
- Using analytical tools to monitor/measure the organization's social media presence and the success of every social media campaign;
- Assist in designing & executing the social media strategies to elevate organic traffic growth through social media channels; Create and support development of digital creatives including social media posts, posters, banners, and basic event collaterals. Work primarily with Canva; working knowledge of Photoshop, CorelDraw, Adobe Suite, Figma, or similar tools will be an added advantage.
- Support marketing and communication initiatives by assisting with basic to intermediate video editing and content preparation for social media, events, and promotional campaigns;
- coordinating with external vendors for design, printing, and related services; managing routine marketing operations and documentation; and providing operational support during events and outreach activities to strengthen branding and communication efforts.

### **Skills & Knowledge Requirements:**

- Bachelor's or Master's degree in Marketing, Mass Communication, Media Studies, Design, English, or a related discipline with minimum 01 year of experience;
- Strong proficiency in content writing and editing, including social media and press release drafting.
- Knowledge of SEO-friendly content development.
- Working knowledge of design tools (Canva mandatory; others desirable).
- Basic to intermediate knowledge of video editing tools.
- Excellent written and verbal communication skills.
- Ability to manage multiple tasks, meet deadlines, and work collaboratively in a professional environment.

### **Compensation:**

The consolidated remuneration will be in the scale between Rs. 3.60 Lacs to Rs. 4.80 Lacs (all-inclusive) with a break-up available with the incubator as per IIML EIC's policy.

### **GENERAL CONDITIONS**

- Submit your application as per the link: [Click Here](#)
- The last date of submitting the online application is 31 Dec 2025, before 5:30 PM
- All the received applications for the said post will be shortlisted, and only the shortlisted candidates will be invited through e-mail to appear in the interview on the scheduled date and time.
- The candidates have to produce their biodata along with a set of photocopies in support of their educational qualifications, experience, etc., at the time of the interviews. They should also bring all testimonials in their original form for verification purposes.
- There will be multiple rounds of interviews as deemed appropriate by the management.
- No TA/DA or any other incidental expenses will be reimbursed for attending the interview.
- Initial appointment will be for 1 year on contract, renewable further, subject to project requirement & satisfactory industrial performance of the incumbent and the need of the IIML-EIC.
- The compensation will be decided depending on qualification, experience, last drawn salary, and relevant factors.
- Candidates are advised to visit the website of IIM Lucknow ([www.iiml.ac.in/](http://www.iiml.ac.in/)) / ([www.iimlincubator.com](http://www.iimlincubator.com)) regularly for updation, amendments, and corrigenda (if any). It will be placed on the Institute website only.
- IIML-EIC reserves the right not to fill the above position if it desires so.
- Canvassing in any form will be a disqualification.

**MD, IIML- EIC**

**Indian Institute of Management- Noida Campus B-1, Institutional Area,  
Sector-62, Noida**