



CMEE
Centre for Marketing
in Emerging Economies

Indian Institute of Management Lucknow – Noida campus
B-1, Institutional Area, Sector-62, Noida-201307, Uttar Pradesh, India

JOB ADVERTISEMENT

Ref.: IIML/PERS/2022/02

Date: 20-12-2022

Post: Marketing Manager – Centre for Marketing in Emerging Economies (CMEE)

Type: On-contract/Contractual

Duration: 06 month(s), further extendable depending upon the need and requirement of the Centre

Location: Noida

Remuneration: Between Rs. 35,000 to 50,000/- (per month all inclusive); depending upon candidate's profile and relevant work experience

Eligibility Criteria:

- a. Post-graduate in Management/MBA/Social Sciences/etc., from a recognized university, with minimum 60% marks
- b. Minimum 03 years of work experience in relevant domain/function
- c. Well-versed in spoken and written English, and should be able to communicate effectively with internal and external stakeholders
- d. Working knowledge of computer, internet, MS-Office
- e. Age Limit: Not exceeding 40 Years

Desirable

- a. Relevant work-experience in Institute of National Importance such as IITs/IIMs/IISc etc.
- b. Experience in offline and online marketing, social media marketing, digital marketing etc.
- c. Experience in managing online programs through software such as Zoom, Google Meet, etc.

Job description

- a. Reporting to Chairperson - CMEE
- b. Managing and coordinating various on-campus and online events of the centre, i.e., workshops, conferences, events, webinars. etc
- c. Using e-mail marketing, social media marketing, branding, to facilitate networking and participant registrations for programs,
- d. Coordinating with sponsors, participants and external stakeholders from industry, academic and the government
- e. Development of marketing and promotional collaterals towards facilitating participant registration, post event press notes, publicity material, proceedings, publications etc.
- f. Coordinating with sponsors, participants and external stakeholders from industry, academic and the public sector undertakings
- g. Managing existing members across industry, academia, government; and conducting promotional campaigns to on-board new members
- h. To support centre's research team in coordination of research projects/studies etc.
- i. Inter-departmental communication, to provide administrative assistance
- j. Any other responsibility as assigned by CMEE Chair/Institute

Mode of application:

Interested individual(s) who wish to apply for the post, can send their detailed CV/Resume to online link. (link will be created on the date of uploading the advertisement on the website).

With a subject line: Application for Marketing Manager-CMEE

Only shortlisted profiles will be intimated for appearing for the personal interview, to be conducted in an on-line/offline mode. No TA/DA shall be paid for appearing in the interview

Last date to apply: 05 January 2023