



## INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

### *Requires*

### **Manager/Officer – Communications**

#### **Job Description:**

#### *Remit*

- Support the development of and ensure the implementation of IIMA's external and internal communications strategy.
- Contribute expertise in media and online engagement and global outreach to IIMA's overall strategic planning.
- Raise a visibility on all channels – media, website, social handles etc. about the Institute's academic, research and outreach activities.
- Maintain visibility and consistency of the brand.

Communications would involve three main activities.

#### *1. External Public Relations*

- Build relationships and contacts with relevant print, broadcast, and online journalists in India and overseas.
- Update, refresh and maintain quality of IIMA's external web presence.
- Employ multiple media (print, television, electronic, social, personal) to communicate in coherent and integrated manner.
- Develop and disseminate externally created newsletters, leaflets and reports including the annual report.
- Develop new and creative communication streams, including podcasts, video blogs and social media.
- Coordinate and manage public outreach and education events, including lectures, workshops, and conferences.
- Brief journalists as required and draft reactive statements and letters to editors.
- Organize press conferences and media exchange, including media briefings for press conferences and events as required.
- Respond, or ensure that appropriate person(s) respond, to enquiries received from press or public.
- Review IIMA's work and research regularly to identify possible stories, and undertake proactive media engagement, including writing press releases and pitching feature articles.
- Arrange media interviews for IIMA faculty and administration and draft briefings for them, when appropriate.
- Develop and maintain IIMA's style to be used in all communications, including articles, briefing papers, correspondence, websites, etc.

#### *2. Internal Communications*

- Update IIMA community, including faculty, staff, associates, and residents with Institute's news and activities.

- Employ multiple channels including newsletters, lectures, intranet, social media, workshops, and events for communication.
- Develop, maintain, and upgrade, in collaboration with IT group, an Intranet platform for IIMA community.
- Offer guidance and training to IIMA professionals in media skills and dealing with the press.

3. *Administrative Functions*

- Recruit, train, motivate, and manage staff to assist in carrying out the above responsibilities.
- Develop and administer necessary administrative system for carrying out responsibilities and tracking performance.
- Work with other constituencies such as Deans, CAO, faculty, Executive Education, IT, administrative functionaries, and all stake holders to ensure quality and consistency.

**Person specifications:**

Essential

- Educated to post graduate or equivalent degree. Preferable a PG in journalism or MBA communications.
- At least ten years' experience in communications (preferably in the management education sector) or journalism.
- Exceptional written communications skills, with ability to adapt style to suit different communication media 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.
- Enthusiasm for new opportunities presented by blogging and social media.
- Creative and innovative approach to communication and branding.
- Experience with web content management systems.

**Age:** Maximum 45 years as on August 11, 2020.

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

**Salary & Allowances:** Selected candidate will be offered a fixed term appointment for a period of three years on a consolidated monthly salary on CTC mode, which may be extended for further period as required.

Interested candidates are requested to **APPLY ONLINE** latest by **August 11, 2020**.

[\*\*Click here to Apply\*\*](#)