



<b>About IIMB</b>	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
<b>Industry/Service</b>	Higher Education
<b>Post/Job Title</b>	<b>Associate Manager – Content Marketing, Executive Education</b>
<b>Job Purpose</b>	Executive Education (EEP) is one of the key revenue centers in the institute. The primary responsibility of the candidate is to own the executive education programmes content marketing. This role involves planning and prepare engaging content for the promotion of the open and custom programmes of Executive Education to generate new business.
<b>Job Type</b>	Contractual – Non-Teaching
<b>Will closely works with</b>	Internal: Faculty, Staff External: Corporates, Content Marketing Agencies
<b>No. of positions &amp; Job Location</b>	One Positions in IIMB, Bannerghatta Road
<b>Principal Accountabilities &amp; Responsibilities</b>	<ul style="list-style-type: none"><li>• The selected person would be responsible for, Writing, reviewing, editing, and updating content for EEP websites, blogs, social media, marketing materials, video, shorts, advertisement inserts</li><li>• Re-purpose existing research papers to suit the needs of the Executive Education target audience.</li><li>• Assisting the creative team with the design of promotional materials.</li><li>• Using social media to engage consumers, respond to questions or complaints, and to promote open and custom programmes of EEP and the various initiatives of EEP.</li><li>• Conducting research and interviews to learn more about current trends, developments, and perceptions about the subject matter, and then contextualize it to the programmes being offered.</li><li>• Monitoring social media and company website metrics.</li><li>• Utilizing SEO (onsite and offsite) methods to increase site traffic and carry out effective content marketing campaigns.</li><li>• Suggesting new ways to promote EEP offerings and to reach consumers.</li><li>• To track competition through research analysis</li><li>• To publish and promote content using either available or custom tools</li><li>• To monitor content performance and provide analysis</li><li>• Interact with various functions and Faculty as and when required</li><li>• Any other additional work assigned related to the above from time to time</li></ul>
<b>Key Skill and Ability Requirements</b>	<ul style="list-style-type: none"><li>• Strong Analytical, Planning and Marketing scanning and Market Sensing skills. Should be detail oriented and have the ability and very good grasp of the content marketing concepts, digital marketing tools</li></ul>



	<ul style="list-style-type: none"><li>• Possess excellent interpersonal skills and have a solution orientation mindset. Strong people person, the incumbent would work closely with internal and external stakeholders.</li><li>• Be self-motivated and able to work independently, with a strong sense of urgency regarding timely follow up and customer service orientation with internal clients.</li><li>• Ability to identify and collaborate with internal and external stakeholders and have leadership ability to work effectively with all relevant stakeholders</li><li>• Proficiency in MS Office software.</li><li>• Communication skills - oral and written. Ability to effectively communicate across levels of managers and senior leadership in a professional and effective manner.</li><li>• Strong commitment to service and capacity to collaborate and communicate with diverse communities – faculty, non-academic staff, industry, and government stakeholders whom EEP team interact with.</li><li>• Ability to prioritize work opportunities and effectively manage the same with limited supervision</li></ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"><li>• Candidate must possess a Post graduate Degree/MBA from an Institution of repute</li><li>• The candidate must have a demonstrated experience in content creation for social media marketing.</li><li>• Candidate must have at least 10 years of work experience to be considered for the Associate Manager position. The candidates who are found short in experience may be offered a suitable position in line with the Institute norms.</li><li>• Experience in Sales and Marketing, Digital Marketing preferred.</li><li>• Similar Experience in executive education products would be useful and preferred</li></ul>
<b>Compensation</b>	Based on the experience and qualifications, compensation for selected candidates is likely to be in the range of level 7 to Level 8 as mapped to 7 <sup>th</sup> CPC pay scales plus other standard entitlements as per IIMB Contract Appointment Rules

Interested candidates may fill the application using the link: <http://iimbersrv.iimb.ernet.in/prod/pfonlapp.home>.

Closing date for applications is 16 October 2022. Only shortlisted candidates will be intimated