CENTRE FOR INDUSTRIAL CONSULTANCY AND SPONSORED RESEARCH
INDIAN INSTITUTE OF TECHNOLOGY MADRAS
CHENNAI – 600 036

Advertisement No.: ICSR/PR/Advt.87/2022 Dated: 04.10.2022

Applications are invited for the temporary post of **Head - Branding & Communications** at GDC, IIT Madras.

Co-ordinator: Prof. Krishnan Balasubramanian, Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship, IIT Madras.

Duration: Initially for one year, extendable based on performance.

S.No	Post	Qualification and Experience	Pay
1	**Senior Manager/ Chief Manager**	**Experience:** Five to ten-year experience in managing marketing communication and branding with responsibilities encompassing: • Running outreach campaigns with stakeholders, including customers, investors, corporates, media, and government. • Conceptualising, Creating, editing and disseminating Digital content • Managing social media handles and website to achieve communication and outreach goals • Conceptualising, writing, editing and creating content including blogs, articles, newsletters, brochures and reports etc. • Working with media partners and other service partners for the above. **Educational Qualification:** • Graduate in any discipline from a reputed university Additional Professional Qualifications in areas such as Digital Media Management, Journalism, Business Management, Mass Communication, or Digital Advertising will be an advantage	**Rs. 1,00,000/- to Rs. 1,50,000/- PM**

About GDC:

The Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship (GDC) was set up in IIT Madras in January 2017 by philanthropic contributions from illustrious alumni. Structured as a not-for-profit Centre, GDC's charter is to work with STEM colleges across India to help faculty, researchers, and students commercialise their research-based ideas that have the potential to impact society and improve people's lives.

GDC works towards its mission by building entrepreneurial capability amongst researchers and faculty. GDC does not invest in start-ups, nor is GDC an incubator or an accelerator.

Since its beginnings, GDC has come some distance, having completed over 20 cohorts of its I-NCUBATE program and 10 Cohorts of its I-NSPIRE program. During this journey, GDC has worked with over 1000 faculty, researchers, and entrepreneurs from over 240 startups. For more details, please visit our website: http://gdc-iitm.org/

The key stakeholders for GDC are faculty, scientists, research scholars, and students at STEM universities/research institutions who aspire to promote deep-tech startups, business mentors who would like to work with deep-tech startups, government agencies and policymakers, philanthropic organisations and development agencies, Incubators and accelerators, business leaders in the corporate sector, financial investors in startups, GDC alumni, donors and other players in the startup ecosystem.

GDC generates significant amounts of digital content, such as training materials, presentations, videos, articles, case studies, online messages, customer insights, etc., in various formats. There is a need to capture, store, reuse and disseminate such content in multiple forms, including training programs and communication and outreach with stakeholders.

GDC is planning to scale up its operations and is looking to enhance its visibility and branding significantly. There is also a need to strengthen content management and communication.

In the above context, GDC is looking for a capable professional in the role of Head – Branding & Communication.

About the Position:
Head – Branding & Communication is a key member of GDC and works closely with the senior leadership team of GDC.

The key deliverable of the role is to create visibility and a strong brand identity for GDC and its programs amongst target stakeholders in pursuit of GDC's Mission.

Specifically, the person shall be responsible for:
- Creating and managing all content and communication of and from GDC
- Managing GDC social media handles and GDC's website
- Creating and managing advertisements, media releases, marketing literature, training material etc.
- Curating and creating communication from content and collaterals generated during GDC programs
- Working with agency partners and other stakeholders towards improving branding.
- Managing all data and relationships relating to communication

The role provides an excellent platform for a talented professional to make a significant contribution at a national level to developing India's ecosystem for Innovation & Entrepreneurship.

Expertise and attributes:
a) Experience in managing branding and marketing campaigns in digital, electronic, and print media.
b) Experience in dealing with, and getting results from, agencies and service providers for building brands and running campaigns
c) Experience in digital content creation, including design and conceptualisation of content, creative and production processes, audio/video creation,
d) Experience of digital records management, digital rights and IP, etc.
e) Strong written and spoken English with the ability to originate, edit, and finalise documents independently in a lucid and engaging style
f) A strong understanding of UX, communication methods, and native familiarity with digital media
g) Ability to interact independently with various stakeholders and build relationships to achieve branding and communication objectives.
h) Attitude to learn on the job and evolve processes for managing information and communications
i) High level of self-motivation, energy and drive to work with a team of high-calibre professionals.

Other Details regarding the position
- **Role type:**   Full-time position
- **Location:**   Hybrid working mode: from IIT Madras campus (Chennai) and work-from-home
- **Travel:**   May require intermittent travel.
- **Tech-savvy**: A high level of computer literacy and digital sophistication is expected. Must have working knowledge of various commercial software programs, digital tools, and social/print media.
- **Reporting**:   Reports to the Chief Operating Officer, GDC.
- **Compensation**: Compensation will be based on qualifications and capabilities in the range of Rs 1.0-1.5 lakh per month (gross).

How to apply
Please email your CV along with a cover letter to: Ms. Kartheka - Senior Manager Recruitment ICSR smhr-icsr@iitm.ac.in with a copy to coo@gdciitm.org

Starting Date of Application: 6th Oct. 2022
Closing Date of Application: 20th Oct. 2022

Personal information submitted with the application will be treated as confidential and will be used only for recruitment purposes. Shortlisted candidates will be informed about the interview schedule by 30th Oct. 2022.

General Instructions to the candidates

1) The position is on a contract basis.

2) The completion of the contract period will not confer any right for further extension, regularization, or permanency at the Institute.

3) Candidates should apply online only on the website https://icandsr.iitm.ac.in/recruitment/ - (**Please check the advertisement number Advt. 87/2022 displayed and apply for the relevant position**).

4) The system will accept a single application only with the registered login ID (email).

5) The application cannot be edited or reverted once it is submitted.

6) Candidates should not attempt to apply twice for the same post. If multiple applications are received from a candidate for the same position, his/her candidature is liable to be rejected.

7) Candidates should follow the prescribed procedure for the submission of an online application.

8) Candidates are advised to fill in their correct and active e-mail addresses in the online application, as all correspondence will be made by the Institute through e-mail only.

9) The candidates applying for any post should ensure that they fulfil all the eligibility conditions for the post. Their admission to any stage of the selection process will be purely provisional, subject to confirmation that they satisfy the prescribed eligibility conditions. The mere issue of a registration certificate/call letter to the candidate will not imply that their candidature has been found eligible.

10) After successful online submission of the application, a printout of the application form must be obtained and submitted when called for a test. It will be required at the time of document verification/test/interview. A hard copy of the application is NOT to be sent to the Institute.

11) Candidates must be citizens of India. Persons who have migrated from Pakistan with the intention of permanently settling in India or subjects of Nepal are also eligible, but in their case, a certificate of eligibility from the Government of India will be necessary for appointment. Such candidates should apply to the Government of India in the Ministry of Home Affairs for the necessary certificate and furnish satisfactory proof of having so applied.

12) The prescribed qualifications are minimum, and unless specified, they are required for consideration for the post, even if a higher qualification has been acquired and the mere fact that a candidate possesses the same will not entitle them to be called for an interview.

13) Relevant experience gained after the minimum qualifying degree will only be considered. Minimum requirements of qualifications and experience can be relaxed regarding exceptionally outstanding candidates.

14) The experience required is relaxable at the discretion of the Institute in the case of candidates belonging to the Scheduled Caste / Scheduled Tribe if, at any stage of selection, the competent authority is of the opinion

that a sufficient number of candidates from these communities possessing the requisite experience are not likely to be available to fill up the vacancy reserved for them.

15) The Institute reserves the right to restrict the number of candidates for written/skill test/interviews to a reasonable limit on the basis of qualifications, level, and relevance of experience higher than the minimum prescribed in the advertisement and other academic achievements. The Institute also reserves the right to reject any or all the applications without assigning any reasons therefore.

16) Calling a candidate for a test/interview merely indicates that it is felt that they with others may be suitable for the post and conveys no assurance whatsoever that they will be recommended or selected or their conditions specified in the application will be accepted.

17) Candidates will be short-listed for Tests/Interview based on their online applications information. They must ensure that such information is true. If at any subsequent stage or at the time of the Test/Interview any information given by them or any claim made by them in their online applications is found to be false, their candidature will be liable to be rejected.

18) The Institute shall verify the antecedents or documents submitted by a candidate at any time at the time of appointment or during the tenure of the service. If it is detected that the documents submitted by the candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then his services shall be liable to be terminated.

19) In case of any inadvertent mistake in the selection process, which may be detected at any stage even after the issue of the appointment letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.

20) Applicants working on any **of the projects at IIT Madras** must apply through the proper channel; otherwise, they will be required to produce No-Objection Certificate at the time of document verification/Test/Interview. Candidates without NOC will not be permitted to appear for Tests/Interviews.

21) Candidates may send testimonials from persons intimately acquainted with their work and character. If the applicant is in employment, they should submit testimonials from the most recent employer or immediate superior as a referee.

22) The Institute has a right to decide the mode of screening and testing the applicant for shortlisting and selection.

23) The Institute solely reserves the right not to fill any advertised position without assigning any reason

24) Only shortlisted applicants will be contacted.

25) No correspondence whatsoever will be entertained from candidates regarding conduct and result of test/interview and reasons for not being called for interview. Canvassing in any form will be a disqualification.

26) The crucial date for determining the eligibility criteria for all candidates in every respect shall be the prescribed closing date for the submission of the online application.

27) The Institute strives to have a workforce that reflects gender balance, and women candidates are encouraged to apply.

28) Any corrigendum/clarifications on this advertisement, if necessary, shall be uploaded on the website, and no separate communication will be sent for this purpose.

The last date for submission of an online application is 20.10.2022

30) If there is any issue with submitting the application, please e-mail: recruitment@imail.iitm.ac.in / icsrrecruitment@iitm.ac.in or **Contact: 044- 2257 9796** on all working days from **9.00 AM to 05.30 PM (Monday to Friday – except National Holidays)**. (Please note that only technical issues will be accepted – No interim correspondence regarding the selection process will be considered).

31) **Instructions to apply online:-**Eligible applicants would require to register and apply online through https://icandsr.iitm.ac.in/recruitment/ and submit the application.

Sd/-

Senior Manager –HR

Centre for IC&SR

IIT Madras