



विद्या परं दैवतम्

# IIM

भारतीय प्रबंध संस्थान विशाखपट्टणम

Indian Institute of Management Visakhapatnam

**Advertisement Ref. No. IIMV/Admin/Rectt./MPRP/03/2021 dated June 02, 2021**

**Indian Institute of Management Visakhapatnam invites applications from eligible candidates for the following position on Contract Basis for a period of One year.**

1. **Position:**
  - Media & Public Relations Professional
2. **Number of posts:**
  - 01 (One)
3. **Educational Qualifications:**
  - **Essential:** A first-class (or equivalent) Graduate degree in any of these: Communications, Marketing Communications, Journalism, Media Studies from a UGC/AICTE recognized institution
  - Excellent knowledge of English, Hindi, and Telugu (speaking, reading, and writing)
4. **Experience:**
  - **Essential:** More than 5 years of experience in Communications, Public Relations, Journalism, Digital Marketing and/or Media Studies in the English language, of which at least 2 years should be in an independent role managing media and public relations in organizations of repute, preferably higher educational institutions.
  - Proven expertise and experience in working with digital and social media platforms.
  - Proven experience in dealing with public affairs.
  - Demonstrable performance in creative, imaginative, and innovative work.
  - Good proficiency in the use of computers especially MS Office tools and Web-design tools and techniques
5. **Age:**
  - Not more than 40 years as on closing date of applications.

6. **Job Description:**

Responsibility	Description
Understanding	<ul style="list-style-type: none"><li>• Gain a sound understanding of the Institution's Vision &amp; Mission; Strengths &amp; Stakeholders; Culture &amp; Ethos; Purposes, Principles &amp; Practices; Programs &amp; Research; Outputs &amp; Outcomes</li></ul>
Social Media	<ul style="list-style-type: none"><li>• Maintain and manage social media handles responsibly</li></ul>
Advertising & Publicity	<ul style="list-style-type: none"><li>• Devise and implement creative campaigns towards enhancing the brand and image of the Institute</li></ul>
Student Activities	<ul style="list-style-type: none"><li>• Work with and facilitate showcasing the activities and accomplishments of the students in the media</li></ul>

Responsibility	Description
Media Coverage	<ul style="list-style-type: none"> <li>• Ensure good coverage for the activities/events of the Institute, visits by dignitaries, guest/special lectures etc. in the media (local and national; English, Hindi &amp; Telugu)</li> </ul>
Designing Digital media campaign posters/ flyer	<ul style="list-style-type: none"> <li>• Help activity heads/faculty to bring out academic and executive education program Digital media campaign posters/flyers with attractive designs</li> <li>• Working knowledge of creative content and web development tools such as Adobe Photoshop, Canva, CoralDraw etc. is must.</li> </ul>
Institute Publications	<ul style="list-style-type: none"> <li>• Assist the Institute in documenting and bringing out good quality publications, newsletters, information booklets etc. with creative designs, imaginatively and innovatively</li> </ul>
Key Stakeholder Contacts	<ul style="list-style-type: none"> <li>• Compile and maintain up-to-date information on key stakeholders (e.g., alumni of the Institute from academic and executive education programs, recruiters etc.) and facilitate/ensure strong networking through regular contacts, interaction/meets</li> </ul>
Relations with external stakeholders	<ul style="list-style-type: none"> <li>• Deal with public and media representatives, relevant print, broadcast, and online journalists, government and non-government functionaries and ensure Institute's goodwill and good relations at all times</li> </ul>
Liaising	<ul style="list-style-type: none"> <li>• Liaise with the representatives or authorities concerned (internal and external to the Institute) and manage public affairs efficiently and effectively</li> </ul>
Performance Monitoring	<ul style="list-style-type: none"> <li>• Measure and monitor the efficiency and effectiveness of various communication initiatives - outlays vs. outputs and outcomes</li> <li>• Brief journalists as required and draft reactive statements and letters to editors.</li> </ul>
Benchmarking	<ul style="list-style-type: none"> <li>• Benchmark the outputs and outcomes of the Institute on the media/communications front vis-à-vis those of comparable institutions</li> <li>• Maintain visibility and consistency of the brand.</li> </ul>
Other responsibilities	<ul style="list-style-type: none"> <li>• Carry out such other tasks as may be assigned by the competent authority, to showcase the strengths and performance of the Institute;</li> <li>• Enhance the image and identity, prestige and popularity, brand and visibility of the Institute as a professional, socially responsible, public-purpose institution committed to nation-building.</li> <li>• Respond, or ensure that appropriate person(s) respond, to enquiries received from press or public.</li> </ul>

## 7. Terms & Conditions of Appointment

1. Reporting: To the Chair - Public Relations Committee. Dotted reporting relationship to Social Media Champion and Chair - Editorial Committee for Institute Publications
2. Place of work: IIMV, Visakhapatnam, Andhra Pradesh
3. Nature of appointment: Contractual
4. Tenure: Fixed tenure of one year to begin with. Longer duration contract (typically three years) based on successful and satisfactory performance and conduct. Terminable with one-month notice or compensation in lieu thereof, from either side. No reasons need be stated by either party.
5. Designation and Consolidated Compensation: Based on qualifications, proven experience, last pay drawn and, nature and extent of fit with the Institute's requirements.

## 8. General:

1. All the educational qualifications acquired should be duly recognized in law.

2. The Institute may select and/or shortlist suitable number of candidates to address present and/or future requirements.
3. The Institute encourages diversity in workplace and woman candidates are encouraged to apply.
4. Mere fulfilment of qualifications and experience does not entitle an applicant to be short-listed. The Institute reserves the right to restrict the candidates to be called for the selection process to a reasonable number, based on relevant criteria, higher than the minimum prescribed.
5. Age and experience would be reckoned as on the closing date of applications.
6. Candidates are advised to visit the website of IIM Visakhapatnam ([www.iimv.ac.in/careers](http://www.iimv.ac.in/careers)) regularly, for updates. Amendments, corrigenda (if any), will be placed on the Institute website only.
7. The Institute will communicate only with short-listed candidates.
8. Candidates in employment (Government or Public Sector) must produce relieving orders from their current employers at the time joining the Institute, failing which, they will not be permitted to join.
9. No correspondence from applicants shall be entertained during the recruitment process.
10. Canvassing in any form will lead to disqualification.
11. The Institute requires the selected candidates to join within thirty days of receipt of the offer.
12. In all matters of recruitment such as screening, shortlisting, selection, fixation of salary etc., the interpretation and decisions of the relevant Committees and/or the Competent Authority of the Institute shall be final and binding.
13. The Institute may not fill any, some or all the advertised positions; or cancel the advertisement in whole or in part, without assigning any reason and without incurring any liability.
14. The Institute also reserves the right to extend the closing date for receipt of applications; restrict, enlarge, modify or alter the requirements or recruitment process in whole or part, if such need arises, without issuing any further notice or assigning any reason thereof.
15. Disputes (if any) shall be subject to the jurisdiction of competent courts of the city of Visakhapatnam and Andhra Pradesh.

#### 9. Selection Process

1. Screening for/of:
  - a. Meeting of the eligibility criteria.
  - b. The material (publications, newsletters, brochures, papers, articles, books, edited journals, monographs, coffee table books, Digital media campaign posters/flyers etc.) written or produced by the candidate.
  - c. Accomplishments and achievements.
2. Shortlisting based on screening.
3. Presentation by short-listed candidates, followed by interview.

#### 10. How to apply:

1. Interested candidates are invited to apply using the prescribed format only, available on the website ([www.iimv.ac.in/careers](http://www.iimv.ac.in/careers)). Applications not conforming to the format are liable to be rejected.
2. Filled-in, signed and scanned (pdf/word format) applications should be sent by e-mail only to [mprprecruit@iimv.ac.in](mailto:mprprecruit@iimv.ac.in)
3. No supporting documents (copies evidencing educational qualifications, experience, etc.) are required at this stage.
4. Applications should be complete in all respects. Additional sheets as needed may be used and referenced suitably.
5. All information furnished MUST be based on supporting documentation (which will be called for, only from short-listed candidates). Incomplete/incorrect/sketchy and unsigned

applications are liable to be rejected. Applications received in any other format will not be accepted.

6. Last date for receiving the application is 17-Jun-2021 (Thursday) by 16:00 Hrs.
7. Applications received after last date and time will not be considered.
8. The Institute is not responsible for any delay in submission of the application.

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