



**Job Title:** Assistant Manager (Communication) / Deputy Manager (Communication)

**Location:** Institute of Rural Management Anand (IRMA), Anand - Gujarat

**About IRMA:**

The Institute of Rural Management Anand (IRMA) is a premier, national level Institute for Postgraduate, Doctoral and Mid-career/in-service education, research, and consulting in rural management. Founded in 1979, IRMA's mission is to promote all-around sustainable Rural Development through professional management.

**Role Description:**

- Assist the faculty and staff with tasks related to both academic and non-academic publications, research papers, projects, and annual reports
- Provide guidance to staff members on writing conventions and style. Collaborating with designers, writers, photographers, and other agencies
- Researching and writing articles, blog posts, and other content that promotes the institution's mission, values, and academic programs
- Collaborating with other departments within the institution to ensure that content aligns with the institution's overall messaging and branding
- Supporting the recruitment and enrolment process by creating and executing effective content campaigns
- Helping to promote the institution's research and academic programs to external audiences
- Manage the team by supervising, providing training and feedback
- Creating and editing videos, infographics, and other visual content to complement the written content
- Editing and proofreading all content produced by the team and ensuring that it meets the institution's standards of quality and style
- Maintaining a content calendar and working with the team to ensure that all deadlines are met
- Keeping up-to-date with industry trends and best practices in higher education content creation and making recommendations accordingly



- Measuring the performance of content and making data-driven decisions to optimize and improve the results
- Working with the team to identify and capitalize on opportunities to expand the institution's reach and audience through content
- Preparation, and dissemination of press releases, and articles and coordinating activities related to press/media

**Selection Criteria:**

The incumbent should have a master's degree in English **OR** Mass Communication **OR** Journalism **OR** allied fields with minimum of three years of experience in a reputed academic Institute/organisation. The incumbent must have demonstrated acumen for strong written and verbal communication skills in English and Hindi, and excellent interpersonal skills along with proficiency in computer applications in word processing. A sound understanding of publishing procedures and technical and non-technical writing is a must for a successful applicant.

**Age:**

The Incumbent should be in the age group 30-35 years.

**Remuneration:**

The appointment will be made purely on a three-year contract. The remuneration will be commensurate with the candidate's qualifications, experience, and alignment with the position. The remuneration will include all the monthly emoluments and Institutional benefits as per the rules and regulations.

**To Apply:**

Interested candidates may please apply online by February 26, 2023, i.e., 23:59 at <https://www.irma.ac.in/careers/careers.php>. Please mentioned in your CV for which position you have applied.



**Please Note:**

The Director, IRMA reserves the right to make relaxations in the prescribed qualifications/ experience if found suitable.

Mere fulfilling the minimum qualifications and experience prescribed will not make a candidate eligible to be called for an interview.

Only short-listed candidates will be called for the interview.

No correspondence/interim enquiries/telephonic enquiries in the matter will be entertained.