



**IIM Lucknow Enterprise Incubation Centre
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

NOIDA Campus @B1, Institutional Area, Sector 62, NOIDA- 201307

VACANCY NOTIFICATION

(CALL FOR APPLICATIONS)

Subject – Recruitment for the position of Manager- Social Media & Marketing for IIML-EIC:

IIML-EIC is hosted by IIM Lucknow supported by NSTEBD, DST, GOI and UP Government.

IIML- EIC invites applications from the interested and eligible candidates for the selection of one position of Manager- Social Media & Graphic Designer initially for a period of 1-year contract, further extendable as per the need and policy of the IIML- EIC.

The details are as follows-

Post: Manager- Social Media & Marketing

Job Description & Key Responsibilities

- Designing, developing and promoting social media content strategy & design graphics/collateral for all incubator programs/events or activities while collaborating with other teams to ensure brand consistency
- Developing Newsletter, Press Release, stories etc as required to maintain the strong media presence.
- Using analytical tools to monitor/measure the organization's social media presence and success of every social media campaign
- Design & execute the social media strategies to elevate organic traffic growth through social media channels
- Planning and execution of promotional activities to drive community engagement

Skills & Knowledge Requirements:

- Bachelor's/Masters degree in Graphic Design, Marketing, or a related field
- 3-5 years of a mix of social media & graphic designing experience with a strong portfolio showcasing your work
- Strong attention to detail, excellent communication and collaboration skills
- Ability to manage multiple projects and meet deadlines
- The candidate should be good with both Social Media handling, SEO & Graphic Designing independently.

Compensation:

In the scale of total remuneration between INR 40,000- INR 60,000 (all-inclusive) with break up available with incubator as per IIML- EIC's policy. Additionally, medical insurance, mobile reimbursement and other benefits for the executive as per policy of the Incubator.

General Conditions

- Submit your application using the below link:
 - LINK: [CLICK HERE](#)
- Last date of submitting online application is 15th July, 2024 before 5:30 PM
- All the received applications for the said post will be shortlisted and only the shortlisted candidates will be invited through e-mail to appear in the interview on the scheduled date and time.
- The candidates have to produce their bio-data along with a set of photocopies in support of their educational qualifications, experience etc. at the time of the interviews. They should also bring all testimonial in original for verification purpose.
- There will be multiple rounds of interviews as deemed appropriate by the management.
- No TA/DA or any other incidental expenses will be reimbursed for attending the interview.
- Initial appointment will be for 01 Year on contract renewable further subject to satisfactory performance of the incumbent and need of the IIML-EIC.
- The compensation will be decided out depending on qualification, experience, last drawn salary and relevant factors.
- Candidates are advised to visit the website of IIM Lucknow (www.iiml.ac.in)/ (www.iimlincubator.com) regularly for updation, amendments and corrigenda (if any). It will be placed on Institute website only.
- IIML-EIC reserves the right not to fill the above position, if it desires so.
- Canvassing in any form will be a disqualification.

MD, IIML- EIC
Indian Institute of Management- Noida Campus B-1, Institutional
Area, Sector-62, Noida