



**ADVERTISEMENT  
FOR  
POSITION OF GENERAL MANAGER – MARKETING COMMUNICATIONS  
AT  
IIT MANDI IHUB AND HCI FOUNDATION  
A Section – 8 Company  
Location – IIT Mandi Campus**

**About IIT Mandi iHub and HCI Foundation: About iHub:** IIT Mandi iHub and HCI Foundation (iHub) is a section 8 company established under the National Mission on Interdisciplinary Cyber-Physical Systems (NM-ICPS). The focus area of IIT Mandi iHub is “**Human-Computer Interaction.**” The vision of the iHub is to be an internationally recognized hub that nurtures HCI research, enables technology translation for industry, and scales skill development. The four verticals of IIT Mandi iHub are Research and Technology Development, Skill Development, Incubation & Acceleration, and Collaboration. For more information, visit [www.ihubiitmandi.in](http://www.ihubiitmandi.in)

**Position: General Manager – Marketing Communications**

**Apply Here:** <https://xt9iuyvp9fqg.typeform.com/to/kUIUCbHW>

**Key Responsibilities:**

**Marketing Strategy:**

- Lead the development and implementation of comprehensive marketing plans to achieve organizational goals.
- Understand and keep pace with the industry and technology trends in the field of Human-Computer Interaction and align with the marketing strategy.

**Content Creation and Social Media Management:**

- Create compelling, relevant, and timely content for various platforms, including websites, social media, press releases, and marketing collaterals.
- Ensure the messaging aligns with our brand and is engaging to the target audience.
- Manage and maintain the organization's social media accounts.
- Bring brand visibility through online and offline media campaigns.

**Public Relations:**

- Cultivate and maintain positive relationships with media outlets, journalists, and key stakeholders.
- Prepare and disseminate press releases and coordinate media interviews.

**Event Management:**

- Plan and coordinate promotional events, conferences, and webinars.
- Manage logistics, invitation database, and post-event analysis.

**Brand Management:**

- Ensure brand consistency in all communications and marketing materials.
- Collaborate with design teams to create and maintain brand assets.

**Analytics and Reporting:**

- Analyse the performance of marketing and communication efforts.
- Prepare regular reports and make recommendations for improvement.

### Essential Qualifications:

- The position requires a minimum bachelor's degree in Marketing, Communications, Business, or a related field with a minimum of 60 % marks (7 CGPA). A Master's degree will be preferable.

Position	Qualification	Years of Experience
General Manager	Bachelor's Degree	15 Years
	Master's Degree	10 Years

- Should have experience in marketing and communications, with a focus on brand development, and content creation.
- The position requires a clear focus on aligning with organizational goals and a business development attitude to communicate, present, assert and speak to all the ecosystem stakeholders involved.

### Desirable Skills/Traits:

- Experience working with non-profit organizations.
- Ability to take the initiative.
- Excellent managerial, collaboration, and networking skills with a proactive approach to work.
- Excellent interpersonal and communication skills and fluency in written and spoken English.
- Strong professional network
- Strong experience in working in teams, managing subordinates, and handling administration processes

**Remuneration: CTC ₹12,00,000 to ₹ 15,00,000 Per Annum**

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### Terms/Instructions:

1. Only shortlisted candidates will be contacted/informed through email/phone.
2. IIT Mandi iHub and HCI Foundation reserves the right to fill up the post, not to fill up the position or cancel the advertisement in whole or part without assigning any reason. The company also reserves the right to limit the number of candidates to be called for written tests/or interviews. The decision of the company in this regard will be final.
3. Documentary evidence of all educational and professional qualifications will be required to be produced when specified.
4. The company can verify the antecedents or documents submitted by a candidate before the appointment, at the time of appointment, or during the tenure of the service. In case 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 their services shall be terminated.
5. If it is found later that any information given in the application is incorrect/false, the candidature/ appointment is liable to be cancelled/terminated.
6. **The applications will be considered till the post is filled.**

**Contact us:** IIT Mandi iHub and HCI Foundation, IIT Mandi, North Campus, Kamand, District Mandi, Himachal Pradesh 175005

**Email:** [hr@ihubiitmandi.in](mailto:hr@ihubiitmandi.in)

**Website:** [www.ihubiitmandi.in](http://www.ihubiitmandi.in)

*Note: All applications should be routed through the application link provided for each position in the advertisement. Email us only in case of questions.*