



ADVERTISEMENT REF. NO. 2017/02 DATED JULY 25, 2017

Position: Head (Communications & Public Affairs)

Job Code: 02

Number of Posts: One

Educational Qualifications:

- A first-class (or equivalent) Post-graduate degree (full-time) in Communications, Journalism and/or Media Studies from a reputed UGC/AICTE recognized institution;
- Excellent knowledge of English and Telugu (speaking, reading and writing);
- Good working knowledge of Hindi (speaking, reading and writing).

Experience:

- At least 15 (fifteen) years of experience in Communications, Public Relations, Journalism and/or Media Studies in the English language, of which at least 5 (five) years should be as Head of the Dept./Function in higher educational institutions and/or media houses of repute;
- Proven expertise and experience in working in/with digital and social media;
- 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.

Desirable Qualifications/Experience:

- Doctoral degree in any of the above-mentioned disciplines from a UGC/AICTE recognized institution and teaching experience in long-duration academic program(s) of reputed higher educational institution(s);
- Specialization in New Media.

Age:

- Not more than 50 years as on closing date of applications

Role & Responsibilities:

Responsibility	Activity Description
Understanding	• Gain a sound understanding of the Institution's Vision & Mission; Strengths & Stakeholders; Culture & Ethos; Purposes, Principles & Practices; Programs & Research; Outputs & Outcomes

Responsibility	Activity Description
Website maintenance	<ul style="list-style-type: none"> • Assist and ensure that the design of the website is in conformity with Govt. of India's Guidelines on Indian Government Websites (GIGW); • Assist and ensure proper coverage of the Institute information, events, activities, achievements, news, announcements, highlights of academic and executive programs and research; • Maintain richness of content and contemporaneousness through regular updates by working closely with web designers and developers; • Facilitate Search Engine Optimization/Marketing
Social Media	<ul style="list-style-type: none"> • Maintain and manage social media handles responsibly
Advertising & Publicity	<ul style="list-style-type: none"> • Devise and implement creative campaigns towards enhancing the brand and image of the Institute
Student Activities	<ul style="list-style-type: none"> • Work with and facilitate showcasing the activities and accomplishments of the students in the media
Media Coverage	<ul style="list-style-type: none"> • Ensure good coverage for the activities/events of the Institute, visits by dignitaries, guest/special lectures etc. in the media (local and national; English & vernacular)
Program Brochures	<ul style="list-style-type: none"> • Help faculty bring out academic and executive education program brochures with attractive designs
Subscriptions to Academic & Executive Education Programs	<ul style="list-style-type: none"> • Strategize and help the faculty market their academic and executive education programs to the right target audience to get subscriptions of the right profile
Institute Publications	<ul style="list-style-type: none"> • Assist the Institute in documenting and bringing out good quality publications, newsletters, information booklets etc. with creative, imaginative and innovative designs, in print and online formats
Key Stakeholder Contacts	<ul style="list-style-type: none"> • 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, interactions and meets
Relations with external stakeholders	<ul style="list-style-type: none"> • Deal with public and media representatives, government and non-government officials and ensure Institute's goodwill and good relations at all times
Liaising	<ul style="list-style-type: none"> • Liaise with the representatives / authorities concerned - internal and external to the Institute and manage public affairs efficiently and effectively
Seminars & Workshops	<ul style="list-style-type: none"> • Conduct seminars and workshops on communications and media for the benefit of stakeholders, internal and external to the Institute
Research Projects	<ul style="list-style-type: none"> • Write research proposals, win competitive grants and carry out research studies on issues of topical interest in communications / media studies (as may be approved by the competent authority of the Institute)
Performance Monitoring	<ul style="list-style-type: none"> • Measure and monitor the efficiency and effectiveness of various communication initiatives - outlays vs. outputs and outcomes

Responsibility	Activity Description
Benchmarking	<ul style="list-style-type: none"> • Benchmark the outputs and outcomes of the Institute on the media/communications front vis-à-vis those of comparable institutions
Team Work	<ul style="list-style-type: none"> • Lead, guide and work with the team(s) engaged in the above tasks and assume responsibility for results
Coordination	<ul style="list-style-type: none"> • Coordinate with other functions and functionaries in the Institute and Faculty in ensuring structured, seamless, smooth and streamlined progress of activities in all the above functions
Other responsibilities	<ul style="list-style-type: none"> • Carry out such other tasks as may be assigned by the competent authority, to showcase the strengths and performance of the Institute; • Take up, willingly, any other related duties and responsibilities that the competent authority may assign from time to time in Academic Administration, Education Management, Institution Building etc. • Enhance at all times, 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.

Key Skills/Abilities/Knowledge required:

- Good interpersonal skills with a solution-orientation mind-set.
- Should be self-motivated and able to work independently, with a sense of urgency regarding timely follow up and customer service orientation.
- Strong commitment to service and willingness to work in an extremely busy environment
- Proficiency in MS Office, e-mail, survey forms etc.
- Strong communication skills in English and Hindi - verbal and written
- Ability to plan with detailed orientation, maintain organized & accurate written & electronic records of all relevant work in the department and the results thereof.
- Ability to prioritize work in the department and effectively manage the same.
- Should be flexible to work within and beyond working hours as per the requirements
- Should be capable to handle the queries efficiently
- Should be open minded, sincere, honest, accountable, self-motivated and a team player with positive attitude.

Terms & Conditions of Appointment

1. Reporting: To the Dean or the Director of the Institute
2. Place of work: Visakhapatnam, Andhra Pradesh, India
3. Nature of appointment: Contractual

4. Tenure: Typically, three or five years. Fixation of tenure based on qualifications and experience. Extendable on mutually agreeable terms. Terminable with three-month notice or compensation in lieu thereof, from either side, any time during the contract period.
5. Compensation: Gross consolidated salary generally comparable to similar positions/levels in the Institute, but based on qualifications, experience, last pay drawn and, nature and extent of fit with the Institute's requirements.
6. Benefits & Annual Increments: As generally applicable to comparable positions/levels in the Institute.

Important Points and Dates to remember

1. Interested and eligible candidates are invited to apply using the prescribed online application format only, available on the (www.iimv.ac.in/careers) page. All information furnished **MUST** be based on supporting documentation. Incomplete/incorrect applications are liable to be rejected.
2. However, at this stage of application, copies of certificates **NEED NOT** be attached/submitted. Such proof would be sought **ONLY** from short-listed applicants.
3. Applications should be complete in all respects. Additional sheets as needed may be used and referenced suitably, as part of the CV.
4. All online applications (along with CV) should be received on or before **25/8/2017, 1600 Hrs.** No hardcopy application would be considered. It is reiterated that no copies of certificates need be enclosed at this stage.
5. In case of any difficulty in filling/submitting the online application, please contact staffrecruit@iimv.ac.in by giving your name and contact details and clearly describing the specific issue.
6. Selected candidate is expected to join latest by **30 Nov. 2017.**

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