



## TATA INSTITUTE OF SOCIAL SCIENCES

V.N. Purav Marg, Deonar, Mumbai - 400 088

(Declared as a Deemed to be University under Section 3 of the UGC Act 1956,  
a grant-in-aid Institute under Ministry of Education, Government of India)

No. TISS/SSE/Sept/2024/01

23 September 2024

### **Call for Applications for the Post of 'Manager- Marketing' (One Post) on Contract Basis at TISS-School of Skill Education, Mumbai**

#### **1. General Information.**

##### **About Tata Institute of Social Sciences (TISS):**

The Tata Institute of Social Sciences (TISS), established in the year 1936, is a Deemed to be University under Ministry of Education. It has campuses at Mumbai, Tuljapur, Guwahati and Hyderabad, TISS offers over 50 Post Graduate programmes, 18 Doctoral programmes, and Under Graduate programmes in Social Science and Skill Education.

Freedom and autonomy shape the positive work ethos and culture of the Institute and facilitate strong linkages between teaching, research, field action and policy engagement. The Institute encourages and supports researchers to engage in foundational, applied, field and action-oriented research, and it also nurtures research collaborations nationally and internationally, with a commitment to creating a just society through education, generation of knowledge and field action initiatives.

##### **About School of Skill Education (SSE)**

The approach adopted by TISS-SSE is called the 'Internship Embedded Skill Training Programme'. The Skill Educational Programme is being implemented for the first time in India with a focus on job-specific skills rather than providing only a broad knowledge based education. The aim of this 'Earn While You Learn Model' is to enable the students to learn the skill by engaging in internship at real shop floor of the industry/company along with theory training in the classroom. Through this model, the student may also earn a modest stipend during internship of the course.

#### **2. Post Advertised with Remuneration & Last Date for Application.**

- (a) Applications are invited for one post of '**Manager- Marketing**' to be filled on contract basis for a period of two years initially and extendable based on performance of the employee and requirements of the Institute.
- (b) **Monthly Remuneration. Consolidated INR 55,000 to 65,000 per month** (Commensurate with educational qualification and work experience).
- (c) **Last Date of Filling of Online Applications. 11<sup>th</sup> October 2024**

### 3. **Job Description.**

- To assist in planning marketing strategies at local and Pan India level and implement the same as per timelines.
- Plan and implement events for brand building.
- Pitching to various industry association and give presentations.
- Proactively generate ideas to develop business opportunities
- Keeping track of Campaign and Lead generation activity.
- Coordination with vendors for integration activities and website design.
- Manage various databases relevant to Marketing and Outreach.
- Anchoring and Monitoring Digital Marketing and Social Media Campaign
- Create content marketing campaigns to drive leads & engagement. Use Search Engine Optimization (SEO) best practices to generate traffic to School's website.
- Regularly produce various content types including email, brochure, flyers, social media posts, blogs and white papers etc.
- Ideate and lead the creation of videos for social media & website. Work closely with video editor and graphic designer
- Manage & optimize Social media for the School across all relevant platforms
- Plan & execute creative engagement campaigns with students & alumni to increase positive word of mouth for the brand
- Coordinating with external stakeholders / agencies whenever required.
- Collaborating with internal teams for the content requirement
- Should have sound knowledge of SEO best practices, Social Media trends. Having knowledge of Search Engine Marketing (SEM) & pay-per-click (PPC) will be added advantage
- Should be willing to take up task apart from that specified as per the requirement of the school and carry out additional duties and responsibilities as required from time to time.

### 4. **Essential Experience, Qualification and Desired Skills set.**

- **Minimum 7 to 8 years** of experience in domain of marketing expertise
- **02 years Post Graduate Degree in Marketing**
- Deep knowledge of online marketing methods, tools and strategies - Ability to plan, develop and execute complex multi-platform campaigns.
- Excellent written and verbal communication
- Strong hold on Digital Marketing & Tech Savvy
- Creative & Innovative
- Market Knowledge
- Business Acumen
- Relationship Management

**5. Application Fees.**

Application Fees of Rs 1000/- to be paid online. Application fees for SC/ST/PwD candidates will be Rs 250/-, if they attach the required Certificate to the online Application Form. Woman applicants are exempted from the payment of Application Fee. The Application will be valid only on receipt of the Application Fee, for those who are required to pay. Fees once paid shall not be refunded under any circumstances.

**6. Other Conditions.**

- (a) The Institute reserves the right to not fill up the vacancy advertised. The Institute reserves the right to invite persons for interview, who may not have applied for the vacancy as per the above procedure.
  - (b) Since applications received will be shortlisted, merely possessing the prescribed qualifications and the requisite experience would not entitle a person to be called for interview.
  - (c) The position is unreserved, but candidates belonging to reserved category are encouraged to apply.
  - (d) No queries or correspondence regarding issue of Call Letter for Interview/Selection of candidates for the post will be entertained at any stage and canvassing in any form is strictly prohibited and will lead to the candidate being debarred from consideration for the post.
  - (e) It shall be the responsibility of the candidate to assess his/her own eligibility for the post, for which he/she is applying in accordance with the prescribed qualifications, experience etc and submit his/ her application duly filled-in along with the desired information and documents as per the advertisement. Suppression of factual information, supply of fake documents, providing false or misleading information or canvassing in any manner on the part of the candidates shall lead to disqualification. In case it is detected at any point of time in future, even after appointment, that the candidate was not eligible, his/her appointment shall be liable to be terminated forthwith as per this Clause.
  - (f) In case of any ambiguity in the Recruitment Rules in general and eligibility in particular for any post, the decision of the Institute shall be final.
  - (g) The Institute reserves the right to relax qualification(s) of the candidate based on the work experience.
  - (h) No TA/DA will be paid for appearing for the interview, if the interviews are held at the Institute's premises.
  - (i) In case of any inadvertent error in the advertisement and in the process of recruitment, which may be detected at any stage, even after issue of Appointment Letter, the Institute reserves the right to modify/withdraw/cancel any communication made to the candidate(s).
- The post is purely Contractual and the Terms of the Contract Position will be for two year, extension, if any, will be given after assessing the suitability and performance of the selected candidate, post two year tenure on the post.

**7. Application Process and Interview.**

(a) Candidates are requested to apply online through the link **(Apply now)** provided along with this Advertisement on the Institute website **www.tiss.edu**.

(b) Candidates are required to take a print of acknowledgement of Online Application and keep it for future reference.

(c) The Institute may offer a lower post to a candidate, in case the Selection Committee recommends so.

(d) Short-listed candidates will be informed over e-mail and/or mobile phone to appear for the interview to be conducted at TISS, Mumbai.

**Note: The selected candidate will have to join within 15 to 30 days of issue of Offer Letter by the Institute**

**Dean  
School of Skill Education**